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GIVING USA

Estimates of Philanthropic Giving in 1985
and the Trends They Show

AAFRC
TRUST
FOR
PHILANTHROPY

A PUBLICATION OF THE AAFRC TRUST FOR PHILANTHROPY

American Association of Fund-Raising Counsel, Inc.

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Since its inception in 1935, the American Association of Fund-Raising Counsel has devoted its energy, resources, knowledge and experience to maintaining and improving the quality of philanthropy. This public service effort began with the Association's nine founding members and gained momentum as its ranks grew.

To add greater impetus to its public service program, the Association established the AAFRC Trust for Philanthropy. The Trust was officially sanctioned as a 501(c)(3) entity by the Internal Revenue Service on November 13, 1985. Two days later, its first series of initiatives was launched, with the aid of nearly $200,000 contributed immediately by the Association's member firms and individuals in those firms.

The mission of the Trust is clearly defined: "To improve the AAFRC's capacity to perform public services and to foster the efforts of member firms to contribute to the advancement of philanthropy through research, public information, education, publications and the support of professionalism in the nonprofit sector."

The Trust's start came under far different circumstances from those encountered by the Association. The nine founding professional fund-raising counseling firms were principally concerned with bringing order to a field that was disorganized and sometimes misunderstood and distrusted.

By promptly adopting a Fair Practice Code–which is still widely accepted as the standard for professional conduct in fund raising–the founders made the Association a major stabilizing force and one that would become one of the leading members of the philanthropic community.

Today, each of its member firms operates according to the code.

The AAFRC Trust for Philanthropy has assumed responsibility for two publications started by the Association: *Giving USA*, an annual review of philanthropy, and the *Fund-Raising Review*, a bimonthly newsletter.

The Association, however, still seeks to carry out programs to maintain high standards of ethics in fund-raising counseling; to study and identify trends in American philanthropic areas and help share this information with the general public; and to foster and encourage professional training in fund-raising techniques.

Also, by example and through strict adherence to the Association's Fair Practice Code, to discourage unethical and unprofessional practitioners.

The Association also serves as a center of information on philanthropy for groups such as state and federal legislatures, nonprofit institutions and agencies, students and others engaged in studies of philanthropy, and the general public.

The Association answers inquiries from state and local governments and assists, on request, in developing laws regarding the raising of funds. It thus aids in protecting the public against fraudulent practices.

The Association welcomes requests for information on any aspect of philanthropic fund raising and for data regarding the services of its members. As in other professions, relations between the professional fund-raising counsel and the nonprofit institutions or agencies served are confidential.

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31ST ANNUAL ISSUE

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AAFRC TRUST FOR PHILANTHROPY...
The public service affiliate of the American
Association of Fund-Raising Counsel, Inc.

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AAFRC

The message behind the figures on philanthropy for 1985 is that Americans continued to be unswerving in their generosity and that our nonprofit institutions are more dependent than ever on this generosity. In a world plagued by terrorism, political unrest and human suffering, the spirit of giving is alive and well and comes across loud and clear. Our philanthropic bent is one of our nation's greatest strengths and most precious legacies. Most Americans willingly accept the premise that we are our brothers' keepers but there remains much to be done.

The message is readily apparent as we review the statistics for giving in the United States. In 1985, individuals, corporations and foundations gave an unprecedented $79,840,000,000 to philanthropic causes–an increase of 8.9 percent over the previous year. Once again, giving was well ahead of the yearly figure for inflation which stood at 3.7 percent. 1985 was also the third year in a row that the giving growth rate in philanthropy even exceeded the growth rate in personal income. The bottom line is that we are not just maintaining the status quo but giving more and that there is real growth in philanthropy.

The source breakdown of the 1985 figures shows that individuals gave $66.06 billion, an increase of 8.9 percent; bequests accounted for $5.18 billion, an increase of 5.9 percent; foundations gave $4.30 billion, an 8.9 percent increase; and corporations $4.30 billion, an increase of 13.1 percent. The increase from corporations is especially commendable and reflects a trend to increased participation in philanthropy on the part of American business and industry.

1985 was obviously a good year for philanthropy, especially in view of the times that prevailed. Philanthropy, like many other endeavors, does not tend to thrive in a climate of uncertainty–and 1985 was unquestionably a year of uncertainty in the arena of tax laws and new proposals and counter-proposals which surfaced throughout the year. Our performance in giving in 1985 is even more remarkable considering questions about the future which were hanging over all taxpayers.

In the 50-year history of the American Association of Fund-Raising Counsel we have learned from first hand experience that the tradition of voluntary giving is firmly implanted in the people of this country and that it is one of the remarkable characteristics that sets this country apart from every other country in the world. We are also consistently improving the record, as evidenced by the fact that philanthropic giving in 1985 was double what it was just seven short years ago.

Readers of this publication will note adjustment to the figures reported for previous years. This is done as part of a continuing effort of the Association to refine the data-gathering process and still provide a timely and accurate almanac on giving in the USA. This process will continue, as will the Association's efforts to place a high priority on professionalism in fund-raising, on ethical standards in the profession and on the highest level of performance by members of the Association. We believe that philanthropic support of nonprofit institutions and organizations is the backbone of our society and we are proud of the part that the American Association of Fund-Raising Counsel plays as an advocate, participant and catalyst in this process.

Robert L Thompson

Chair
American Association of
Fund-Raising Counsel

Comparison of 1985 Totals to Revised 1984 Estimates

The American Association of Fund-Raising Counsel revised its estimates for total giving and the allocations of the total when new data became available.

The chart showing the 1984 original estimates, the revised estimates for 1984 and the new totals for 1985 also shows the percent increase for each of the donor categories and each of donee segments. It utilizes latest available data.

	1984 Original Giving Estimates	1984 Revised Giving Estimates	1985 Giving Estimates	% Change 1984-1985
	(in billions)			
Total Contributions:	$74.25	$73.30	$79.84	+ 8.9%
Individuals	61.55	60.66	66.06	+ 8.9
Bequests	4.89	4.89	5.18	+ 5.9
Foundations	4.36	3.95	4.30	+ 8.9
Corporations	3.45	3.80	4.30	+13.1
Total Distributions:				
Religion	$35.56	$35.43	$37.73	+ 6.5%
Health & Hospitals	10.44	10.30	11.25	+ 9.2
Education	10.08	9.95	11.05	+11.0
Social Service	8.01	7.88	8.56	+ 8.6
Arts & Humanities	4.64	4.50	5.09	+13.1
Civic & Public	2.08	1.94	2.24	+15.5
Other	3.44	3.30	3.92	+18.7

[redacted]

Total Giving 1985
$79.84 billion

Contributions (in billions)	
Individuals	*$66.06*
Bequests	*$5.18*
Foundations	*$4.30*
Corporations	*$4.30*

Contributions as Percent of Total	
Individuals	*82.7%*
Bequests	*6.5%*
Foundations	*5.4%*
Corporations	*5.4%*

Distribution (in billions)	
Religion	$37.73
Health & Hospitals	$11.25
Education	$11.05
Social Service	$8.56
Arts & Humanities	$5.09
Civic & Public	$2.24
Other	$3.92

Distribution as Percent of Total	
Religion	47.2%
Health & Hospitals	14.1%
Education	13.8%
Social Service	10.7%
Arts & Humanities	6.4%
Civic & Public	2.8%
Other	4.9%

Americans donated a record $79.84 billion to a cross-section of the nation's more than 300,000 gift-supported organizations, institutions and agencies in 1985, more than double the amount contributed as recently as seven years ago.

The new estimated total for giving in the United States represented still another year of real growth for most nonprofit organizations, since the percentage increase was higher than the 3.7 percent rate of inflation reported by the U.S. Department of Commerce. With overall giving increasing by 8.9 percent in 1985, this meant that a real growth of 5.2 percent was realized. This result marked the fourth consecutive year that the increase in giving outpaced the inflation rate. The American Association of Fund-Raising Counsel said the record-breaking giving level in 1985 continued to mirror consumer confidence in the state of the economy as well as the good profit picture in the corporate world. Also, reports on unemployment continued to be favorable and the first signs that interest rates were starting to decline began to appear. Wall Street added significantly to the overall bright economic picture with what seemed like daily record-breaking results of its own.

But even as America's gift-supported institutions, organizations and agencies continued to benefit from the generosity of individuals, corporations and foundations, there was great concern in the nonprofit sector about developments in the nation's capitol.

Congress continued to grapple with plans to revise the country's tax code, was faced with a new law aimed at cutting the federal budget deficit to zero by 1991, and there appeared to be no let-up in Washington's slashing of funds for domestic programs–including some designed to help charitable organizations and those they service.

At stake in the tax code overhaul plan was the question of whether the Charitable Contributions Law would survive beyond December 31, 1986. The House of Representatives voted to make this law permanent, which would be a great boon to taxpayers who do not itemize their income tax returns and who play a major role in individual giving. This measure went to the Senate Finance Committee, but there was no way of knowing with any certainty whether the whole issue would be decided in 1986.

The Gramm-Rudman deficit-cutting act mandates sharp, annual across-the-board cuts in the federal budget deficit unless Congress and the President agree on ways of meeting certain budget levels in each of the next five fiscal years. There was widespread concern among Americans that these reductions could affect seriously a variety of human service programs affecting charitable organizations.

Contributions from individuals grew by 8.9 percent in 1985 to an estimated total of $66.06 billion. As a portion of all giving, individual contributions represented 82.7 percent.

Individuals, the Association said, contributed 2.01 percent of their personal income to charitable organizations in 1985, the highest level in 16 years. A year earlier, the revised figure was 1.95 percent. Researchers would have to go back to 1969 to find the last time individual giving as a percent of personal income surpassed 2 percent.

Bequests totaled $5.18 billion in 1985, an increase of 5.9 percent from the $4.89 billion in 1984. As a portion of all philanthropy, bequests accounted for 6.5 percent last year. When combined with contributions from living individuals, total individual giving stood at 89.2 percent.

Giving from foundations increased by 8.9 percent as these philanthropic entities saw their assets continue to mount substantially in value. Foundations gave an estimated total of $4.3 billion to gift-supported institutions, organizations and agencies, which represented 5.4 percent of total philanthropy in 1985.

The nation's business corporations increased their rate of giving last year by 13.1 percent, the highest of any of the donor groups and among the highest ever recorded for year-to-year corporate giving. The $4.3 billion given by American corporations accounted for 5.4 percent of all contributions to philanthropy last year while the year earlier that figure was 5.2 percent.

Religious organizations, which traditionally receive the largest single share of all charitable giving, last year received an estimated $37.73 billion. This result represented a gain of 6.5 percent from the revised $35.43 billion given to religion in 1984. As a portion of all philanthropy in the United States, giving to religion equalled 47.2 percent.

The nation's health agencies and hospitals received a total of $11.25 billion from philanthropy in 1985, an increase of 9.2 percent when compared with 1984's revised total of $10.30 billion. This category represented 14.1 percent of total giving last year.

The field of education was given $11.05 billion, an 11.0 percent increase over the $9.95 billion it received in 1984. Totally, education received 13.8 percent of all philanthropic dollars in 1985, slightly more than the 13.6 percent it recorded in 1984. More than $6 billion of the $11.05 billion went to higher education.

Giving to social service organizations increased by 8.6 percent in 1985. The $8.6 billion these organizations received reached a record-setting level and represented 10.7 percent of all philanthropic giving. This result reflected record contributions made to United Ways–$2.33 billion, which was 9 percent higher than the $2.1 billion they raised in 1984. As a portion of all giving, social service organizations received 10.7 percent, virtually the same as the year-earlier period.

Organizations in the arts and humanities category received $5.09 billion last year, a 13.1 percent increase over the $4.50 billion they received in 1984.

As a portion of all giving in 1985, the arts and humanities received 6.4 percent, compared with 6.1 percent in 1984.

The civic and public affairs category of philanthropy received $2.24 billion last year, which was 2.8 percent of all giving. In 1984, these figures were $1.94 billion and 2.6 percent, respectively.

Giving to the "other" category, the American Association of Fund-Raising Counsel said, reached $3.92 billion in 1985. That was 18.7 percent higher than the $3.30 billion registered in 1984 and represented 4.9 percent of all philanthropic giving last year.

This category includes dollars sent overseas, endowment funds for foundations and many other types of support. Last year, for example, donations to the "other" category were substantially boosted by contributions to two nationally televised concerts aimed at relieving economic strife among American farmers and famine-plagued men, women and children in Ethiopia. Live Aid and Farm Aid each raised in excess of $100 million at minimal cost since they were produced, directed and executed by entertainers and other specialists from the music world.

Individuals
Bequests
Foundations
Corporations

Giving by **INDIVIDUALS**

	Amount (billions)	Personal Income (billions)	Percent of Income
1970 . . .	$16.19	$ 831.8	1.95
1971 . . .	17.64	894.0	1.97
1972 . . .	19.37	981.6	1.97
1973 . . .	20.53	1,101.7	1.86
1974 . . .	21.60	1,210.1	1.79
1975 . . .	23.53	1,313.4	1.79
1976 . . .	26.32	1,451.4	1.81
1977 . . .	29.55	1,607.5	1.84
1978 . . .	32.10	1,812.4	1.77
1979 . . .	36.59	2,034.0	1.80
1980 . . .	40.71	2,258.5	1.80
1981 . . .	46.42	2,520.9	1.84
1982 . . .	48.52	2,670.8	1.82
1983 . . .	53.54	2,836.4	1.89
1984 . . .	60.66	3,111.9	1.95
1985 . . .	66.06	3,294.2	2.01

Individuals contributed a record-shattering $66.06 billion to a cross-section of more than 300,000 charitable organizations, institutions and agencies in 1985, an increase of 8.9 percent from the $60.66 billion given the year before.

The American Association of Fund-Raising Counsel, which estimates individual giving each year through the use of an econometric model, said it had revised the total for 1984 from its earlier estimate because of the availability of later data.

The Association reported that 1985 was the third consecutive year during which individual giving growth exceeded the growth in personal income–a traditional barometer against which individual giving has been measured.

In 1985, giving as a portion of personal income reached 2.01 percent, its highest level in 16 years. Through the decade of the '70s, individual giving as a percent of personal income never reached the 2 percent mark, a level it had exceeded between 1960 and 1969.

Last year personal income reached $3,294.2 billion, a growth of 5.9 percent from the $3,111.9 billion in 1984. With giving by individuals increasing by 8.9 percent, that meant that individual contributions grew by 3 percent more than personal income.

A year before, individual giving increased by 13.3 percent, compared with an increase in personal income of 9.7 percent, and in 1983 giving by individuals increased by 10.3 percent, while personal income grew by 6.2 percent.

The significance of all this is simply that Americans are giving more of their income to nonprofit organizations each year, and some of that can be attributed to the Charitable Contributions Law, a phased-in program which enables nonitemizers to deduct their contributions from their federal income tax returns.

The figures also show that the lowering of the marginal tax rate from 70 percent to 50 percent has had a negligible impact on giving. While there was some indication that this would cause the wealthy to give less to charitable organizations each year, that apparently has not been the case.

The Association said that individual giving in 1985 was influenced by a number of factors, including optimism as reflected in stock market prices. The market had hit a high level by year end and that obviously gave many individuals a feeling of affluence. Another positive influence on giving during the year was an increase in the number of Americans considered to be in the prime giving age–35 to 64 years of age. And with the "war babies" now in that grouping, that situation will continue for the foreseeable future.

The real growth in individual giving–along with the excess in growth over personal income advances–has also contributed to the well-being of gift-supported institutions.

Last year inflation was pegged at 3.7 percent by the U.S. Department of Commerce, meaning that giving had a real growth of 5.2 percent.

In 1984, with a growth in individual giving of 13.3 percent and inflation at 3.4 percent, real growth measured 9.9 percent.

While studies have shown that many Americans would give more to charitable organizations if they were asked, eight out of every ten believe they have a responsibility to support charitable activities and two of every five feel they do not give enough each year. So the potential is there, waiting to be tapped.

A study conducted for the Rockefeller Brothers Fund and the INDEPENDENT SECTOR found that 23 percent of those interviewed believed they should have given more to charitable causes, "but never got around to it." Of those interviewed for the study, 14 percent said they were never asked to make charitable contributions.

The study also showed that Americans give an average of 2.4 percent of their household income to charitable causes and that 72 percent of all the money donated by those questioned was given to religion.

Among the most generous givers to all charitable organizations are married persons or those who are widowed, those with a higher education, Protestants, individuals in professional occupations and those between 50 and 64 years of age, according to the study.

Those findings were similar to demographic patterns found in the early 1970s in a study conducted for the Commission on Private Philanthropy and Public Needs (Filer Commission).

The American Association of Fund-Raising Counsel revised the totals for individual giving for every year beginning with 1960. The changes reflect revisions in personal income data supplied by the Department of Commerce and statistics on giving through 1983 supplied by the Internal Revenue Service.

Caution should be used in making

Charitable Deductions For Itemizers—Amount
Comparison of Tax Years 1981, 1982, 1983, and 1984*

AGI	Amount in (000's) of dollars				Percent Change		
	1981	1982	1983	1984	1981-82	1982-83	1983-84
All Returns							
Total	30,800,721	33,471,694	37,677,955	42,419,604	+ 8.67	+12.56	+12.58
Under 5K	100,420	136,364	115,418	113,566	+35.79	−15.36	− 1.60
5K-10K	725,235	860,444	877,871	848,419	+18.64	+ 2.02	− 3.35
10K-15K	1,445,121	1,593,980	1,689,126	1,692,993	+10.30	+ 5.96	+ 0.22
15K-20K	2,108,098	1,995,604	2,359,625	2,363,122	− 5.33	+18.24	+ 0.14
20K-25K	2,647,235	2,735,070	2,822,617	2,864,874	+ 3.31	+ 3.20	+ 1.49
25K-30K	2,940,590	3,232,240	3,381,377	3,476,725	+ 9.91	+ 4.61	+ 2.81
30K-50K	9,495,148	10,937,925	11,842,637	12,817,853	+15.19	+ 8.27	+ 8.23
50K-100K	5,503,085	5,895,859	7,252,496	9,048,860	+ 7.13	+23.00	+24.76
100K-200K	2,352,371	2,498,013	2,918,010	3,134,164	+ 6.19	+16.81	+ 7.40
200K-500K	1,681,089	1,666,603	2,015,885	2,807,057	− 0.86	+20.95	+39.24
500K-1M	731,573	705,568	919,269	955,229	− 3.55	+30.28	+ 3.91
1M or More	1,070,757	1,214,025	1,447,627	2,269,742	+13.38	+19.24	+56.79

*All 1984 figures are preliminary.

Source: Internal Revenue Service, Statistics of Income Division.

year to year comparisons because of the measured statistical variability in the projections for 1984 and 1985.

The revised totals for the past 25 years reflect the work of Dr. Ralph L. Nelson, a respected and experienced economist who is an economics professor at Queens College, in New York City. He also participated in the Filer Commission study on philanthropy and has performed other research on the philanthropic community over the years.

Dr. Nelson's involvement in the production of *Giving USA* began last year and resulted from a recommendation made by the American Association of Fund-Raising Counsel's Advisory Council on Methodology for *Giving USA*. The Council had analyzed the process previously used by the AAFRC to calculate individual giving and recommended that a study be made of other methods that might be available so that a new methodology could be developed to more accurately measure individual giving to philanthropy.

The Advisory Council includes some of the leading economists and researchers in the voluntary sector.

Dr. Nelson worked with the Council members for more than a year and then he built an econometric model to utilize for his personal giving estimations. He chose to use a logarithmic formula, since it reflects more accurately long-term growth processes and emphasizes relative, rather than absolute, changes in the factors used in the model.

To construct the model, Dr. Nelson conducted computer runs on an assortment of economic indicators and finally settled on five key variables which together have the lowest margin of error. The variables are the personal income total, the November-December stock prices reported by Standard & Poor's, the number of persons in the prime giving age range of 35 to 64, a time trend, and the political party of the incumbent president for the year under study. The political party factor, Dr. Nelson feels, indicates whether the nation is on a conservative or liberal course in any given year.

There is no separate variable for the effect of inflation or consumer prices since the key factors of personal income, stock prices and time trend all reflect inflation for the year being studied. An inflation factor alone would distort the analysis.

Dr. Nelson concluded, after an evaluation of the computer runs and verification checks, that the personal income figure was the most significant single variable and the one which produced estimates with the least amount of error.

The November-December stock prices were selected because their inclusion helped to further reduce the error factor. Also, stock prices have proven to have an affect on people's behavior, especially those people in income categories that identify them as likely to be prime givers.

At the end of 1985, the S&P stock price index stood at 211, a year-end record (it reached 212 on December 16, 1985).

The other factors used by Dr. Nelson in the econometric model–time trend, prime giving age and the political party of the president–were also selected because they further reduced the likelihood of error in the estimating model.

Dr. Nelson tested his estimating model, before he first used it last year, on certain data including reports from the IRS on tax returns. These data are compiled by IRS computers two to three years after they have been filed by individuals. The verification checks conducted by Dr. Nelson proved the model's reliability. Revisions were made in previous years' estimates of personal giving by the American Association of Fund-Raising Counsel. These changes showed that in the pre-

Charitable Deductions for Itemizers—Average Contribution Per Return
Comparison of Tax Years 1981, 1982, 1983, and 1984*

	Average Contribution Per Return				Percent Change		
AGI	1981	1982	1983	1984	1981-82	1982-83	1983-84
All Returns							
Total	$1,062	$1,097	$1,176	$1,223	+ 3.29	+ 7.20	+ 3.99
Under 5K	421	411	401	396	− 2.37	− 2.43	− 1.24
5K-10K	622	638	641	672	+ 2.57	+ 0.47	+ 4.83
10K-15K	664	690	742	745	+ 3.91	+ 7.53	+ 0.40
15K-20K	664	694	765	740	+ 4.51	+ 10.23	− 1.96
20K-25K	671	722	743	767	+ 7.60	+ 2.90	+ 3.23
25K-30K	697	734	802	803	+ 5.30	+ 9.26	+ 0.12
30K-50K	919	966	977	1,133	+ 5.11	+ 1.13	+ 15.96
50K-100K	1,754	1,709	1,777	1,708	− 1.51	+ 3.97	− 3.88
100K-200K	4,848	4,618	4,907	4,234	− 4.74	+ 6.25	− 13.71
200K-500K	14,900	12,413	12,824	14,312	− 16.69	+ 3.31	+ 11.60
500K-1M	51,288	35,461	37,028	30,823	− 30.85	+ 4.41	− 16.75
1M or More	209,746	148,887	137,620	139,291	− 29.01	− 7.56	+ 1.21

*All 1984 figures are preliminary.

Source: Internal Revenue Service, Statistics of Income Division.

Nonitemizer Giving—Amount (1)

	Amount in Billions			Percent Change		
	1982 (25% deduction on 1st $100 contributed)	1983 (25% deduction on 1st $100 contributed)	1984 (25% deduction on 1st $300 contributed)	1982-83	1983-84	1982-84
All Returns, Total	$15.05	$17.45	$19.13	15.94	9.62	27.10

(1) Amount figures were determined by subtracting Internal Revenue Service (IRS) data on the total amount deducted by itemizers from the American Association of Fund-Raising Counsel's compilation of total individual giving in *Giving U.S.A.* IRS data on the nonitemizer deduction for the years provided is not an accurate profile of charitable behavior, due to the legislatively imposed caps on the charitable deduction. In 1982 and 1983, nonitemizers were only permitted to deduct 25 percent of the first $100 contributed. In 1984, the deductible amount increased to 25 percent of the first $300 contributed. Therefore, the use of two separate sets of data was necessary to determine the total amount actually given by nonitemizers.

vious 28 years that the AAFRC had been estimating individual giving, the Association had been conservative in 24 of those years; over-estimations were made in the other four years.

The most recent figures from the Internal Revenue Service related to 1984 data on charitable deductions taken by taxpayers who itemize their returns.

These data indicated that in 1984 both the number of charitable contributors, and the amounts they gave, increased when compared with 1983.

Totally, there were 34.6 million individual income tax returns containing itemized deductions for charitable contributions filed in 1984, compared with 32.0 million the year before, an increase of 8.27 percent. These returns showed that a total of $42.4 billion was contributed to charitable organizations, institutions and agencies in 1984 compared with $37.6 billion in 1983, an increase of 12.58 percent.

The largest percentage increase in itemized returns showing charitable deductions was recorded by taxpayers in the $1 million or more category, up 54.91 percent to a total of 16,295 returns in 1984 from 10, 519 the previous year. On the other hand, itemized returns filed by persons in the $30,000 to $50,000 adjusted gross income range fell 6.65 percent in the period to 11.3 million returns from 12.1 million.

However, the number of itemized returns filed by gift-giving Americans in the $30,000-$50,000 group ranked first by a wide margin: 11,316,666 vs. 16,295 returns filed by the itemizers in the million-dollar class.

The latest IRS data showed that total contributions made by itemizers in the $1 million or more class amounted to $2.2 billion in 1984, a 56.79 percent increase over the $1.4 billion recorded in 1983. Dividing the total number of returns filed by the millionaire group–16,295–into the $2.2 billion they contributed in 1984 showed that the average gift of these taxpayers was $139,291, a 1.21 percent increase over the average of $137,620 in 1983.

Total contributions for taxpayers in the $30,000 to $50,000 range who itemized their charitable gifts totaled

$12.8 billion in 1984, an increase of 8.23 percent over the $11.8 billion total of 1983. The average gifts of these taxpayers was $1,133, a 15.96 percent increase over the 1983 average of $977.

Total contributions indicated by the IRS data for other income categories in 1984 included these: $9.0 billion given by itemizers in the $50,000-$100,000 income range, $3.4 billion by those in the $25,000-$30,000 range, $3.1 billion for those in the $100,000-$200,000 range, and $2.8 billion for the $20,000-$25,000 range.

IRS data on nonitemizers in 1984 showed that a total of 23,073,489 returns were filed by this category of taxpayers; in 1983 the returns totaled 22,512,944. Those individuals gave in excess of $1.17 billion in 1984 while they gave $506.8 million the year before, a jump of 132.06 percent. The actual total donated was much higher than the amount claimed on the returns, however. In 1983, the Charitable Contribution Law permitted nonitemizers to deduct only 25 percent of their contributions, up to a maximum of $100.

In 1984, the law still permitted nonitemizers to deduct 25 percent of their contributions but up to a maximum donation of $300 instead of $100 as before, which meant that a maximum deduction of $75 was allowed that year. For the 1985 tax year, the allowable deduction for nonitemizers rose to 50 percent of all charitable contributions.

The Charitable Contributions Law is one of the vital pieces of legislation that has been under close scrutiny in Washington ever since President Reagan and the Treasury Department began their efforts to overhaul the nation's tax code. The law was due to sunset, or expire, at the end of 1986 but the House Ways & Means Committee voted to make it permanent. The committee added a proviso in its tax overhaul bill that a $100 "floor" be established before charitable deductions could be taken by nonitemizers. The full House agreed, and passed the committee's bill.

Tax overhaul is being weighed by the Senate Finance Committee and the latest word from Washington was that a bill could be on the floor of the full Senate by June of 1986. Whether or not tax overhaul could be achieved in 1986, and when it might be effective, were still open to question.

The importance of the Charitable Contributions Law to the world of philanthropy, and the reason why the

Giving By Individuals

	Amount (billions)	Personal Income (billions)	Percent of Income
1960	$ 9.16	$ 409.4	2.24
1961	9.50	426.0	2.23
1962	9.89	453.2	2.18
1963	10.86	476.3	2.28
1964	11.19	510.2	2.19
1965	11.82	552.0	2.14
1966	12.44	600.8	2.07
1967	13.41	644.5	2.08
1968	14.75	707.2	2.09
1969	15.93	772.9	2.06
1970	16.19	831.8	1.95
1971	17.64	894.0	1.97
1972	19.37	981.6	1.97
1973	20.53	1101.7	1.86
1974	21.60	1210.1	1.79
1975	23.53	1313.4	1.79
1976	26.32	1451.4	1.81
1977	29.55	1607.5	1.84
1978	32.10	1812.4	1.77
1979	36.59	2034.0	1.80
1980	40.71	2258.5	1.80
1981	46.42	2520.9	1.84
1982	48.52	2670.8	1.82
1983	53.54	2836.4	1.89
1984	60.66	3111.9	1.95
1985	66.06	3294.2	2.01

Charitable Deduction For Nonitemizers—Amount

Comparison of Tax Years 1982, 1983, and 1984*

AGI	Amount in (000's) of dollars 1982	1983	1984	Percent Change 1982-83	1983-84
All Returns					
Total	430,805	506,810	1,176,145	+17.64	+132.06
Under 5K	40,423	55,032	97,221	+36.14	+ 76.66
5K-10K	102,819	120,609	260,750	+17.30	+116.19
10K-15K	93,822	110,155	266,424	+17.40	+141.86
15K-20K	73,523	81,970	206,389	+11.48	+151.78
20K-25K	46,827	57,834	139,559	+23.50	+141.30
25K-30K	34,575	36,837	91,518	+ 6.54	+148.44
30K-50K	35,557	40,546	101,830	+14.03	+151.14
50K-100K	3,042	3,644	11,837	+19.78	+224.83
100K-200K	191	158	500	−17.27	+216.45
200K-500K	**26	21	105	−19.23	+400.00
500K-1M	**	2	8	**	+300.00
1M or More	1	1	4	0.00	+300.00

**All 1984 figures are preliminary.*

***Data combined to avoid disclosure of information for specific taxpayers.*

Charitable Deductions For Nonitemizers—Average Contribution Per Return

Comparison of Tax Years 1982, 1983, and 1984*

AGI	Average Contribution Per Return 1982	1983	1984	Percent Change 1982-83	1983-84
All Returns					
Total	22.34	22.51	50.97	+0.76	+126.43
Under 5K	20.05	20.93	40.42	+4.38	+ 93.11
5K-10K	21.86	22.13	48.14	+1.23	+117.53
10K-15K	22.46	22.37	51.69	−0.40	+131.06
15K-20K	22.78	22.91	52.18	+0.57	+127.76
20K-25K	22.70	23.03	54.34	+1.45	+135.25
25K-30K	23.50	23.50	57.30	0.00	+143.82
30K-50K	23.82	23.88	57.01	+0.26	+138.73
50K-100K	24.36	24.46	65.41	+0.41	+167.41
100K-200K	24.78	24.50	66.08	−1.12	+169.71
200K-500K	24.55	23.67	67.96	−3.58	+187.11
500K-1M	**	21.74	66.66	**	+206.62
1M or More	***	***	67.80	***	***

**All 1984 figures are preliminary.*

***Data combined to avoid disclosure of information for specific taxpayers.*

****Rounding prevents accuracy.*

Source: Internal Revenue Service, Statistics of Income Division.

voluntary sector was waging an all-out campaign to have it made permanent, could be seen in its value to the charitable community. It has been estimated that 61 million low- and moderate-income Americans who do not itemize deductions on their tax returns provided $22 billion in charitable gifts in 1984. That amount represented 36 percent of all money donated by individuals and 30 percent of *all* donations to charitable organizations by individuals, foundations and corporations, according to this estimate.

An indication of how much people in each income category give was cited, in part, earlier in this chapter. The complete IRS tabulation on this aspect of charitable giving can be found in charts with this section.

Giving by **BEQUEST**

	Amount (Billions)
1970	$2.13
1971	3.00
1972	2.10
1973	2.00
1974	2.07
1975	2.23
1976	2.36
1977	2.99
1978	2.60
1979	2.23
1980	2.86
1981	3.49
1982	5.45
1983	4.52
1984	4.89
1985	5.18

America's charitable organizations, institutions and agencies received an estimated $5.18 billion in bequests in 1985–the second best year ever recorded for this form of charitable giving.

The American Association of Fund-Raising Counsel said the total given through bequests was 5.9 percent higher last year than in 1984, when $4.89 billion was recorded.

Year 1982 saw $5.45 billion contributed to gift supported institutions and agencies through bequests, the highest ever recorded. During that year, however, a single gift of $1.3 billion from the estate of Paul Getty to a California museum bearing his name, and $115 million given by the estate of Edward Mallinckrodt, Jr., to two colleges, were instrumental in that result.

In 1983, bequest giving totaled $4.52 billion.

As a portion of all philanthropic giving in the United States in 1985, bequests accounted for 6.5 percent.

The American Association of Fund-Raising Counsel reported that with the increased competition for charitable contributions due to ongoing major cutbacks in federal spending for domestic programs, charitable organizations have stepped up their efforts to find new sources of funding for essential activities. Increasing the number of bequest gifts is one of the ways that this is being done.

Many large and not-so-large organizations have started, or are developing, planned giving programs. Such programs, as well as annuities, are being expanded so that even a medium-income individual can leave a legacy to a charitable organization.

In addition to the federal cutbacks in spending, charitable organizations were also concerned with other issues which emerged in 1985. Proposals to overhaul the nation's tax code, and the Gramm-Rudman Act, which is designed to reduce the federal budget deficit to zero by 1991, loomed as factors which may also have a serious impact on charitable contributions.

The Association said that, historically, the level of charitable contributions in the form of bequests has fluctuated due to the nature of such giving. However, the primary beneficiaries of bequest giving still consist of health agencies, hospitals, colleges, universities and cultural groups.

The American Association of Fund-Raising Counsel determined its total for bequest giving by compiling reports from charitable organizations which receive bequests each year.

A group of the nation's largest national health agencies said their combined total of bequest gifts last year was $148,393,212, an increase of 11 percent over 1984. A total of $133,710,849 was the bequest figure for this group for 1984.

However, a decline in bequest giving in 1985 was experienced in the education field. The Council for Financial Aid to Education reported a total of $503,086,203 in bequests to institutions of higher education as well as independent schools last year, a drop of 5 percent from the $529,289,746 recorded the previous year.

An analysis by the American Association of Fund-Raising Counsel showed that the $5.18 billion in all bequest giving in 1985 brought to $63.07 billion the total of such gifts since 1955.

In 1955, Americans left a total of $237 million to charities, and that sum mounted annually. A decade later, the value of charitable bequests surpassed the billion dollar level for the first time and in 1969 broke the $2 billion mark.

Large Bequests (1985)

William M. Keck—
$40 million to 4 colleges *(Occidental, Pomona, U. of Southern Calif., Stanford Univ.)* and one religious inst.
Eleanor Ritchey—
$12 million to *Auburn University School of Veterinary Medicine*
Earl S. Tupper—
$10 million to *New England Medical Center*
Carroll Donner—
$8 million to *Mills College*
William S. and Mildred D. Lasdon—
$7.5 million to *New York Hospital–Cornell Medical Center*
Gladys L. Cooper—
$5.7 million to *Point Loma Nazarene College*
Ivan Racheff—
$5.5 million to *University of Illinois*
Clarence Robinson—
$5 million to *George Mason University*
Fred G. Smith—
$5 million to *Bloomsburg University*

Allan K. Smith—
$4 million to *Trinity College (CT)*

Kate I. Luckenbach—
$3 million to *Webb Institute of Naval Architecture*

Phyllis Beamer Berger—
$3 million to *Montana State University*

William R. Scott—
$3 million to the *Pittsburgh Foundation*

Dr. Arthur J. Schaible—
$2.7 million to *Elmhurst College*

Kelvin Smith—
$2.7 million to *Case Western Reserve University*

Frank J. Greenberg—
$2.3 million to *University of Chicago*

Ivan Racheff—
$2.3 million to *University of Tennessee*

Oscar Byron—
$2 million to *Columbia University*

Mrs. Frederick W. Fassett—
$2 million to *Berry College*

Linford B. and Julia Ingram Hazzard—
$2 million to *Agnes Scott College*

Adolph L. and Lillie Krause—
$1.9 million to *Texas Lutheran College*

Mary E. Halsted—
$1.85 million to *School of the Art Institute of Chicago*

Nola Treat—
$1.8 million to *Milliken University*

Mrs. Raymond T. Jackson—
$1.8 million to *Case Western Reserve University*

Paul Beer—
$1.78 million to *Rensselaer Polytechnic Institute*

Mary Eugenia Kapp—
$1.7 million to *Virginia Commonwealth University*

Mary Wallace Stanton—
$1.5 million to *University of Maryland at Baltimore*

Adele Harper Stine—
$1.5 million to *Missouri Historical Society*

Families of Enoc Goodman, James F. Hurley, III, and Adrian Shuford—
$1.5 million to *Catawba College*

Nettie Bowne—
$1.4 million to *Drew University*

Margaret Correll Boyle—
$1.4 million to *Pennsylvania State University*

Allan D. Colvin—
$1.3 million to *Rennselaer Polytechnic Institute*

George Pearsall—
$1.1 million to *Rollins College*

Carl A. Hultquist—
$1.1 million to *Jamestown Community College*

Leonard E. Fields—
$1.1 million to *University of North Carolina at Chapel Hill*

Mrs. Charles W. Younts—
$1 million to *University of Virginia*

Marguerite Hettel Weiss—
$1 million (art objects/antique furniture v/a) to *Northern Arizona University*

Harry Barowski—
$1 million to *New York Medical College*

Friends and family of Adolph A. Berle—
$1 million to *Columbia University*

Helen Baker Lichty—
$1 million to *University of Kansas*

Marion Radgik—
$1 million to *Brandeis University*

Mrs. William H. Suhreinrich—
$1 million to *University of Evansville*

Elizabeth M. Carey—
$1 million to *Loomis Institute (CT)*

Eugene Lightner—
$1 million to *Wichita State University*

Giving by FOUNDATIONS

	Amount (Billions)
1970	$1.90
1971	1.95
1972	2.00
1973	2.00
1974	2.11
1975	1.65
1976	1.90
1977	2.00
1978	2.17
1979	2.42
1980	2.81
1981	3.07
1982	3.16
1983	3.60
1984	3.95
1985	4.30

American foundations gave a total of $4.30 billion to gift-supported agencies, institutions and organizations in 1985.

The American Association of Fund-Raising Counsel said the foundation gifts comprised 5.4 percent of all giving to philanthropy in 1985. The $4.3 billion level was achieved through an increase in the value of the assets held by the more than 24,000 grantmaking foundations in the nation.

The new total was 8.9 percent higher than the revised $3.95 billion given by foundations in 1984, the Association said.

The American Association of Fund-Raising Counsel reported that its annual survey of selected large foundations showed a rise of 10 percent in the funding those foundations gave to gift-supported institutions and agencies in 1985.

This group of foundations told the Association that they paid out $1.1 billion in 1985 vs. $1.0 billion in 1984.

Assets of those foundations had a total value of $30 billion last year; a comparison with 1984's asset total could not be made because the survey participants were not identical.

A measure of how high the value of securities jumped last year can be seen in the Dow Jones Average of 30 industrials. At the close of 1985, the Dow Jones Average stood at 1,546.67 while at the end of 1984 it was 1,211.57. While the 1984 figure was down slightly from 1983's closing of 1,258.64, that number was fully 200 points higher than the year before.

Many of the foundations in the AAFRC survey reported a rise in the

Distribution of Reported Grants by Foundation Type

Foundation Type	Number of Foundations No.	Number of Foundations %	Dollar Value of Grants Amount	Dollar Value of Grants %	Number of Grants No.	Number of Grants %
Independent Foundations	320	69.5	$1,263,331,707	76.7	19,220	56.5
Company-Sponsored Foundations	69	15.0	273,309,785	16.6	11,607	34.1
Community Foundations	67	14.6	108,530,135	6.6	3,141	9.2
Operating Foundations	4	0.9	1,539,050	0.1	72	0.2
TOTAL	460	100.0	$1,646,710,677	100.0	34.040	100.0

Source: National Data Book, 10th Edition, The Foundation Center, 1986

Forty U.S. Private Foundations Ranked by Payment of Grants (000)

	1985 Grant Payments	1985 Assets At Year-End (Market Value)	Estimated 1985 Federal Excise Tax Liability	1984 Grant Payments
The Ford Foundation	$ 142,090	$ 3,897,258	$ 8,285	$ 129,751
The Pew Memorial Trust	138,031	1,394,200	1,800	115,067
W. K. Kellogg Foundation	68,838	1,626,902	10,000	59,506
The Robert Wood Johnson Foundation	63,963	1,543,417	2,291	57,717
The Andrew W. Mellon Foundation	63,469	1,342,000	2,943	62,276
John D. and Catherine T. MacArthur Foundation	53,000	2,300,000	5,000	74,000
The Duke Endowment	42,916	654,812	930	32,999
The Rockefeller Foundation	36,718	1,354,225	4,153	30,666
William and Flora Hewlett Foundation	29,852	514,900	457	28,184
McKnight Foundation	27,920	636,029	710	27,674
Lilly Endowment, Inc.	27,062	1,467,000	943	24,470
C. S. Mott Foundation	27,859	664,810	872	26,514
The Kresge Foundation	24,745	938,325	1,731	42,345
The William and Flora Hewlett Foundation	23,896	551,818	961	28,184
Carnegie Corporation of New York	21,918	565,109	1,176	16,879
Richard King Mellon Foundation	21,380	584,390*	1,480*	24,521
Alfred P. Sloan Foundation	19,234	434,005	1,035	17,084
The James Irvine Foundation	17,894	378,978	529	15,023
Cleveland Foundation	16,867	370,000	-0-	16,022
Gannett Foundation	16,419	499,567	295	13,141
Moody Foundation	16,158	375,000	501	18,423
J. Howard Pew Freedom Trust	16,115	281,787	178	10,591
The Bush Foundation	15,063	300,078	778	12,366
William Penn Foundation	15,026	324,431	1,325	12,008
Edna McConnell Clark Foundation	14,900	280,098	795	14,065
The Brown Foundation, Inc.	14,248	288,871	566	14,838
The Meadows Foundation of/for Texas	13,204*	392,261*	579*	8,329*
Alcoa Foundation	10,623	187,000	223	9,409
Henry J. Kaiser Family Foundation	9,624	306,442	666	9,489
The Robert A. Welch Foundation	9,587	204,735	430	9,696
Amhanson Foundation	8,999	274,257	591	9,434
The Henry Luce Foundation, Inc.	8,701	204,395	190	7,578
Joyce Foundation	8,278	237,500	699	7,952
Fred Meyer Charitable Trust	7,305	202,000	750	5,075
Longwood Foundation	6,787	169,700	350	7,258
Howard Heinz Endowment	6,418	315,476	179	4,475
Anne Burnett and Charles Tandy Foundation	5,077	169,414	967	8,231
J. Paul Getty Trust**	1,537	3,414,666	-0-	none
DeRance, Inc.	323	110,106	380	7,038
Surdna Foundation, Inc.	n/a	219,063	212	11,604
Totals	**$1,072,044**	**$29,975,025**	**$55,950**	**$1,029,882**

*Estimate.

**The Trust is an operating foundation. As such, its grantmaking capacity is limited by law.

number of grants awarded as well as total dollars given.

While the Association's survey covers a relatively small number of active foundations, their data provide a recent indication of what may have been occurring in the foundation world in 1985. No comparison can be made be-

Foundations by Asset Category With Aggregate Grants Data

Asset Category	Number of Foundations	Percent	Number of Grants	Percent	Dollar Value of Grants	Percent
$100 million and over	78	17.0	10,387	30.5	$ 975,229,138	59.2
$25 million–under $100 million	127	27.6	11,749	34.5	424,005,410	25.8
$10 million–under $25 million	86	18.7	7,156	21.0	156,821,883	9.5
$5 million–under $10 million	52	11.3	2,119	6.2	41,527,568	2.5
$1 million–under $5 million	83	18.0	1,795	5.3	37,353,244	2.3
Under $1 million	34	7.4	834	2.5	11,773,434	0.7
TOTAL	460	100.0	34,040	100.0	$1,646,710,677	100.0

Source: National Data Book, 10th Edition, The Foundation Center, 1986

tween the data from the Association's survey and those of other essential sources of foundation data since the years involved are different.

Data from The Foundation Center, for example, which monitors the nation's foundations, indicate that the AAFRC survey sample may not be representative of the full foundation universe. In its analysis of the nation's 4,400 largest foundations, reported in *The Foundation Directory, Tenth Edition,* the Center found that asset holdings of independent foundations increased by 26.9 percent from 1981 to 1983 but total giving increased by a more modest 12.2 percent during the same period.

Total giving had increased sharply in 1980 and 1981 when bond yields rose dramatically and federal law required foundations to pay out in grants or other charitable disbursements the greater of adjusted net income or 5 percent of the market value of assets. This payout requirement was modified by the Economic Recovery Tax Act of 1981 and set at 5 percent of the market value of assets, without regard to income. The major foundations as a group continue to make charitable awards in excess of the required 5 percent of their assets, but the 1981 legislation appears to have modified the rapid increases in foundation giving.

The Foundation Center's annual study of all private grantmaking foundations, based on Internal Revenue Service files, indicates that the total giving of the 24,261 active foundations held constant from 1982 to 1983, the latest figures available. The combined assets of these foundations rose by 15.7 percent, from $58.7 billion in 1982 to $67.9 billion in 1983. Total grants, however, remained constant at $4.48 billion.

The Center's totals include giving by corporate foundations, which are excluded from the AAFRC figures for foundation giving. Instead, the AAFRC includes corporate foundation giving with total corporate giving figures. According to *The Foundation Directory,* corporate foundations account for 19.7 percent of all foundation giving, which in 1983 would have totaled some $883 million.

There are different means of analyzing grantmaking foundations. One method is by asset categories, and the latest revised data from The Foundation Center showed that there are 96

State Distribution of Grants and Grant Money

	Grants Received		Grants Awarded	
	Dollar Value	Number	Dollar Value	Number
Alabama	$ 4,660,604	127	$	
Alaska	2,020,575	47		
Arizona	5,886,170	167	2,038,649	174
Arkansas	2,948,247	80	728,450	18
California	214,241,318	4,231	220,683,164	4,747
Colorado	24,991,317	618	14,088,970	336
Connecticut	24,877,748	704	33,910,990	1,375
Delaware	8,628,266	119	8,780,810	208
Dist. of Columbia	116,198,370	2,143	13,237,569	479
Florida	15,541,581	398	15,284,906	343
Georgia	28,673,183	337	8,475,971	62
Hawaii	3,982,932	200	2,456,943	155
Idaho	1,244,220	35		
Illinois	69,755,781	1,684	78,271,917	1,946
Indiana	32,660,908	488	31,733,720	285
Iowa	4,155,530	152		
Kansas	3,024,191	95	1,151,379	50
Kentucky	11,643,314	184	7,308,100	44
Louisiana	5,110,291	208	657,011	19
Maine	3,782,253	59	5,000	1
Maryland	17,941,424	336	1,842,503	90
Massachusetts	73,350,167	1,334	10,255,665	397
Michigan	92,383,504	1,030	186,147,771	1,688
Minnesota	56,292,338	1,464	63,567,205	2,070
Mississippi	4,836,604	71		
Missouri	23,737,293	400	20,257,030	364
Montana	1,008,986	52		
Nebraska	1,978,968	61	37,500	3
Nevada	1,470,421	43	422,000	14
New Hampshire	4,230,804	157	765,874	96
New Jersey	37,314,959	1,031	84,272,778	1,569
New Mexico	2,987,711	103	81,427	8
New York	241,068,364	5,527	442,839,418	9,045
North Carolina	40,079,140	823	27,005,891	632
North Dakota	1,988,351	50		
Ohio	39,066,013	1,201	39,200,657	1,416
Oklahoma	16,086,188	299	27,326,947	240
Oregon	18,528,146	414	11,350,173	273
Pennsylvania	121,009,903	2,357	141,943,083	2,833
Rhode Island	10,605,968	223	7,338,815	169
South Carolina	6,505,680	207	923,179	41
South Dakota	1,529,307	52		
Tennessee	18,704,896	288	3,869,234	36
Texas	121,077,226	2,035	104,136,125	1,811
Utah	2,462,936	60	847,588	16
Vermont	2,612,488	100	195,584	16
Virginia	20,868,264	495	11,304,129	132
Washington	12,725,564	294	7,314,291	271
West Virginia	1,167,882	67	115,452	12
Wisconsin	12,309,531	500	14,536,809	556
Wyoming	654,748	23		
TOTAL	$1,589,610,573	33,172	$1,646,710,677	34,040

Source: The Foundation Grants Index, 14th Edition

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General Characteristics of Four Types of Foundations

Foundation Type	Description	Source of Funds	Decision-Making Body
Independent Foundation	An independent grantmaking organization established to aid social, educational, religious, or other charitable activities	Endowment generally derived from a single source such as an individual, a family, or a group of individuals. Contributions to endowment limited as to tax deductibility	Decisions may be made by donor or members of donor's family; by an independent board of directors or trustees; or by a bank or trust officer acting on donor's behalf
Company-sponsored Foundation	Legally an independent grantmaking organization with close ties to the corporation providing funds	Endowment and annual contributions from a profit-making corporation. May maintain small endowment and pay out most of contributions received annually in grants, or may maintain endowment to cover contributions in years when corporate profits are down	Decisions made by board of directors often composed of corporate officials, but which may include individuals with no corporate affiliation. Decisions may also be made by local company officials
Operating Foundtion	An organization which uses its resources to conduct research or provide a direct service	Endowment usually provided from a single source, but eligible for maximum tax deductible contributions from public	Decisions generally made by independent board of directors
Community Foundation	A publicly-supported organization which makes grants for social, educational, religious, or other charitable purposes in a specific community or region	Contributions received from many donors. Usually eligible for maximum tax deductible contributions from public	Decisions made by board of directors representing the diversity of the community

Source: National Data Book, 10th Edition, The Foundation Center, 1986

foundations with assets of $100 million and more; they made grants totaling $1.29 billion. The same category of foundations received gifts totaling $192.2 million. Previously, the Center reported this foundation group had received gifts totaling $1.54 billion, but that figure included a $1.194 billion bequest from the estate of J. Paul Getty to the J. Paul Getty Trust and a $120 million bequest left by Fred Meyer to the Fred Meyer Charitable Trust.

There were 93 foundations with assets in the $50 million to $100 million

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Grantmaking Activity	Reporting Requirements
Broad discretionary giving allowed but may have specific guidelines and give only in a few specific fields. About 70% limit their giving to local area	Annual information returns 990-PF filed with IRS must be made available to public. A small percentage issue separately printed annual reports
Giving tends to be in fields related to corporate activities or in communities where corporation operates. Usually give more grants but in smaller dollar amounts than independent foundations.	Same as above
Makes few, if any, grants. Grants generally related directly to the foundation's program	Same as above
Grants generally limited to charitable organizations in local community	IRS 990 return available to public. Many publish full guidelines or annual reports

range which made grants of $433.2 million and received gifts of $410.9 million.

The Foundation Center's latest compilation of foundations by asset categories found that there were a total of 24,261 grantmaking foundations in the nation, most of which–4,101–were in the $100,000 to $250,000 asset class. The group of 4,101 made a total of $119.1 million in grants and received $88.8 million in gifts.

The most recent analysis of giving trends from The Foundation Center is based on 34,040 grants of $5,000 or more reported by 460 foundations in 1984. The total value of these grants was $1.65 billion, roughly 40 percent of all foundation giving.

Following a general pattern which began in 1980, foundations continue to place a strong emphasis on general welfare and social services programs. In 1984, $312.8 million was awarded for programs in this broad area, over one-fourth of the total grant dollars.

Education, and particularly higher education, continues to be a priority funding area for the nation's largest foundations. Educational institutions remain the primary recipients of foundation dollars, receiving over 35 percent of the dollars reported in 1984. Nonetheless, the portion of foundation dollars and grants awarded to educational institutions has declined significantly over the last two years.

In contrast, foundation giving to direct service agencies has increased over the last two years in both actual dollars and as a portion of all grant dollars reported. In 1984, direct service agencies received $353.7 million or 21.4 percent of the grant dollars of $5,000 or more reported, as compared with $276.5 million or 18.5 percent of the dollars reported in 1982.

Hospitals and medical facilities, the data showed, received 6.9 percent of the dollar value of the large grants made in 1984, or $114.1 million. The year-earlier finding for this category was 7.3 percent of the total of $130.3 million.

Analysis of Grantmaking Foundations by Asset Categories (All dollar figures expressed in thousands)*

Asset Category	No. of Foundations	Total Assets	Total Expenditures	Total Grants	Gifts Received
$100 million +	96	$32,378,265	$1,629,335	$1,291,024	$ 192,203
$50 million–99,999,999	93	6,620,666	565,027	433,216	410,867
$10 million–49,999,999	687	14,003,478	1,188,721	978,768	735,737
$5 million–9,999,999	621	4,326,899	423,166	358,326	270,366
$1 million–4,999,999	3,100	6,902,303	786,041	662,293	509,319
$500,000–999,999	2,295	1,625,077	244,106	210,150	160,903
$250,000–499,999	2,849	1,017,172	167,811	152,924	113,445
$100,000–249,999	4,101	665,032	133,619	119,109	88,760
$50,000–99,999	2,749	199,689	67,508	59,526	46,945
$25,000–49,999	2,262	82,973	51,098	33,897	26,774
$10,000–24,999	2,090	35,083	37,961	34,339	34,982
Under $10,000	3,318	10,729	147,961	145,539	116,091
TOTAL	24,261	$67,867,365	$5,442,353	$4,479,109	$2,706,392

**Dollar figures rounded to the nearest thousand*

Analysis of Grantmaking Foundations by Grants (All dollar figures expressed in thousands)*

Grant Category	No. of Foundations	Total Grants	Total Assets	Total Expenditures	Gifts Received
$25 million +	17	$ 745,731	$14,481,413	$ 892,382	$ 160,804
$10 million–24,999,999	36	540,867	7,733,743	589,275	220,191
$5 million–9,999,999	77	503,454	6,835,763	594,499	297,249
$1 million–4,999,999	587	1,198,188	15,177,832	1,413,086	740,800
$500,000–999,999	570	398,846	5,057,183	466,876	263,266
$100,000–499,999	3,228	702,694	11,570,601	915,593	593,715
$50,000–99,999	2,402	170,138	2,347,280	225,863	158,578
$25,000–49,999	3,085	108,761	1,552,106	140,169	92,586
$5,000–24,999	7,801	97,198	1,744,749	145,825	128,412
Under $5,000	6,458	13,235	1,366,695	58,786	50,792
TOTAL	24,261	$4,479,109	$67,867,365	$5,442.252	$2,706,393

**Dollar figures rounded to the nearest thousand*

Analysis of Grantmaking Foundations by Type (All dollar figures expressed in thousands)*

Type of Foundation	No. of Foundations	Total Assets	Total Expenditures	Total Grants	Gifts Received
Private Non-Operating	23,349	$60,458,740	$4,946,813	$4,184,792	$2,397,865
Private Operating[1]	676	4,616,801	218,524	52,125	99,293
Community[2]	236	2,791,824	277,016	242,192	209,235
TOTAL	24,261	$67,867,365	$5,442,353	$4,479,109	$2,706,392

[1] Does not include 1,180 private operating foundations that did not award any grants in the most current reporting year. These 1,180 hold combined assets of $2,507,856, had expenditures of $256,137, and received gifts totaling $169,083.

[2] Includes data for 34 community foundations that are classified by the IRS as private foundations.

**Dollar figures rounded to the nearest thousand*

Source: National Data Book, 10th Edition, The Foundation Center, 1986

Other U.S. Private Foundations Ranked by Payment of Grants (000)

	1985 Grant Payments	1985 Assets At Year-End (Market Value)	Estimated 1985 Federal Excise Tax Liability	1984 Grant Payments
The Danforth Foundation	$ 10,888	$ 32,360	$31,856	$ 9,673
The William Randolph Hearst Foundations**	10,311	300,000	550	10,029
William R. Kenan, Jr. Charitable Trust	9,367	177,697	n/a	5,458
The Charles A. Dana Foundation	8,896	143,000	272	6,726
Amon G. Carter Foundation	8,590	172,144	335	6,867
John M. Olin Foundation, Inc.	8,592	90,350	200	7,242
M. J. Murdock Charitable Trust	8,142	180,000	n/a	7,169
Sarah Scaife Foundation	8,103	159,172	169	4,687
The Commonwealth Fund	7,545	213,200	450	7,669
Smith Richardson Foundation, Inc.	7,538	197,985	935	4,022
Z. Smith Reynolds Foundation	7,516	125,595	n/a	6,562
The Vincent Astor Foundation	7,316	33,134*	78*	9,086
Rockefeller Brothers Fund	6,883	209,361*	200*	8,450
The John A. Hartford Foundation, Inc.	6,587	180,735	465	5,729
Sid W. Richardson Foundation	6,310	173,177	610	4,015
The George Gund Foundation	6,111	183,124	224	5,520
The Spencer Foundation	5,878	139,788	376	2,645
John Simon Guggenheim Memorial Foundation	5,762	112,858	250	6,057
El Pomar Foundation	5,468	141,674	156	4,818
William T. Grant Foundation, Inc.	4,401	102,864	115	4,091
Charles H. Revson Foundation	5,400	90,428	98	4,915
Northwest Area Foundation	5,203	146,371	940	6,967
Booth Ferris Foundation	5,186	96,386	n/a	4,822
Callaway Foundation, Inc.	5,041	121,660	182	4,172
Mary Flagler Gary Charitable Trust	4,593	87,293	358	4,789
Claude Worthington Benedum Foundation	4,258	129,852	350	5,646
Charles Hayden Foundation	4,047	106,538	238	4,299
Research Corporation	2,793	57,624	114	3,193
The John and Mary R. Markle Foundation	2,444	69,881	128	3,473
The Teagle Foundation, Inc.	2,311	60,492	94	2,475
The Tinker Foundation Incorporated	1,757	44,590	125	1,541
Camille & Henry Dreyfus Foundation	1,564	36,762	46	2,794
Springs Foundation, Inc.	1,155	20,166	39	1,547
Totals	**$195,956**	**$4,136,261**	**$39,953**	**$177,148**

*Estimate

**Made up of two foundations, The William Randolph Hearst Foundation and The Hearst Foundation, Inc.

The largest increase recorded was by the health category, which showed that 23.6 percent of all large foundation grants were given to health in 1984, compared with 21.7 percent in 1983.

Further examination of grants by subject categories showed that gifts of $5,000 and more to cultural activities comprised 14 percent of the dollar value of grants made in 1984 vs. 15.4 percent a year earlier.

Science-related activities–including science, general life sciences, physical sciences and technology – were awarded 7.5 percent of all grant dollars; a year earlier this category received 9.0 percent.

Twenty-Five Largest Community Foundations–Year-End 1985*

	Assets	Grants	New Gifts
San Francisco Foundation	$ 531,586,567	$ 38,535,836	$ 6,372,065
New York Community Trust	432,000,000	42,100,000	20,000,000
Cleveland Foundation	370,000,000	16,867,240	6,689,300
Chicago Community Trust	190,000,000	23,000,000	11,300,000
Boston Foundation	149,547,477	8,799,100	10,236,008
Communities Foundation of Texas	107,879,461	16,007,081	21,901,728
Columbus Foundation	90,000,000	5,500,000	5,000,000
Hartford Foundation for Public Giving	89,810,723	5,046,984	3,683,958
Saint Paul Foundation	81,000,000	4,830,000	3,638,862
Pittsburgh Foundation	80,000,000	4,300,000	4,400,000
New Haven Foundation	65,571,599	3,684,577	692,881
Atlanta Community Foundation	60,000,000	10,000,000	5,000,000
Kalamazoo Foundation	54,621,215	4,179,187	1,599,449
Philadelphia Foundation	47,200,000	3,506,691	1,227,238
Milwaukee Foundation	47,000,000	3,146,373	2,169,577
Rhode Island Foundation	45,000,000	2,600,000	1,500,000
California Community Foundation	44,278,663	11,100,554	10,897,725
Minneapolis Foundation	39,825,180	2,419,642	1,586,447
Winnipeg Foundation	38,992,541	2,170,104	1,184,760
Cincinnati Foundation	36,200,000	2,500,000	6,190,000
Winston-Salem Foundation	35,589,950	3,574,570	2,465,750
Oregon Community Foundation	32,905,000	2,140,000	5,575,000
Indianapolis Foundation	32,366,000	1,570,000	2,658,000
Grand Rapids Foundation	27,073,821	1,356,182	231,061
New Hampshire Charitable Fund	25,300,000	2,550,449	4,300,000
TOTAL	2,753,748,197	221,484,570	140,499,809

**Unaudited figures*
Source: Council on Foundations

Social science, on the other hand, saw its share increase to 7.6 percent from 7.4 percent of the total dollar value. Included in this category are political science, general, anthropology, economics and law and legal education.

Religion also showed a slight dollar-value rise, to 2.3 percent from 2.1 percent.

Funding gains from foundations in 1984 were also experienced by special population groups. These included groups such as the aged, alcohol and drug abusers, the handicapped, minorities and women's groups.

A look at foundation activity by geographic location offered an interesting dimension on this subject. There was a relatively high concentration of large, national foundations in six states – California, Illinois, Michigan, New York, Pennsylvania and Texas – and they accounted for 71 percent of the total grant dollars reported.

However, the distribution of grant dollars by the state locations of recipient organizations followed a somewhat different pattern. About 50 percent of the total grant dollars reported went to organizations located in the District of Columbia, California, New York, Pennsylvania and Texas. Organizations in nine states – Alabama, Alaska, Idaho, Iowa, Mississippi, Montana, North Dakota, South Dakota and Wyoming – received grants totaling over $22 million, based upon the latest Foundation Center data available, even though no foundations located in those states were part of the Center's latest sample.

Most foundation grants are awarded to organizations located in the United States for projects with a domestic focus, yet grants are made for activities and programs overseas. Grants to U.S. organizations to conduct international activities or to sponsor programs in foreign countries accounted for 2.4 percent of grant dollars reported and were valued at $39,720,794. Fully 3.5 percent, or $57,113,743 of the total dollar value of grants, went to organizations outside the U.S.–a pattern that has remained fairly constant over the last five years.

COMMUNITY FOUNDATIONS

Community foundations are the fastest growing segment of the grantmaking foundation community, although they still represent a relatively small portion of the foundation universe.

Community foundations are an American creation that date from 1914, when the first one was established in Cleveland, Ohio. Frederick Goff's vision of 70 years ago probably has grown more than he ever could have imagined. The vitality of the community foundation movement is reflected in the growth of total assets from approximately $1 billion in 1975 to over $3 billion in 1985. Through community foundations, both philanthropists and charities are better able to serve American people and improve the quality of life in a community. There are now more than 300 community foundations in the United States.

A community foundation serves both donors and recipients of funds. It allows citizens to contribute to charity through the foundation and receive the appropriate tax deduction. Donations are generally held in one or more endowment funds to produce income which is distributed to needy organizations. All funds, large and small, receive the advantages of professional administration at low cost and donors are provided the maximum tax benefits allowed by law.

Unlike private foundations, whose donors may administer the funds and

Domestic and Foreign Grants Reported

Type of Recipient	No. of Grants	% of Total Grants	Dollar Value of Grants	% of Total Value
Domestic	32,361	95.1	$1,549,876,140	94.1
Foreign	868	2.5	57,113,743	3.5
International–Domestic Recipients	811	2.4	39,720,794	2.4
TOTAL	34,040	100.0	$1,646,710,677	100.0

Source: The Foundation Grants Index, 14th Edition select the special purposes they will serve, the governing bodies of community foundations are generally representative of the communities they serve and are charged with making distributions on behalf of the community.

Governing bodies of community foundations analyze community needs in light of local circumstances and the foundation's own resources. A characteristic of community foundations is the power, usually incorporated in their governing instruments, to vary from the terms of a fund when social changes render the gift obsolete. This "variance" power of community foundations increases their utility both to donors and to their communities.

A community foundation operates primarily to serve a designated geographic area, but may accept some funds for distribution outside the area. These foundations undertake a wide variety of projects: health and social welfare, the arts, education, public and urban affairs, and the environment.

With their diversity of donors and funds, community foundations can be both traditional and creative in their grantmaking, serving the needs of long-standing major institutions as well as funding other organizations. While a community foundation's discretionary funds are the tool of creative philanthropy, the other funds provide important opportunities for traditional philanthropy. For instance, field-of-interest funds provide continuity for donors and assure that their gifts will continue to support areas of community life that are most essential to them.

Advised funds allow donors to formally consult with the foundation re-

Distribution of Grants by Subject Categories Reported in 1982, 1983 and 1984

	Dollar Value of Grants						Number of Grants					
	1982		1983		1984		1982		1983		1984	
	Amount	%	Amount	%	Amount	%	No.	%	No.	%	No.	%
Cultural Activities												
General	$ 37,171,417	2.5	$ 69,046,584	3.9	$ 44,899,090	2.7	778	2.9	1,075	3.3	1,181	3.5
Art & Architecture	57,375,743	3.9	48,833,377	2.7	50,481,250	3.1	683	2.5	745	2.3	761	2.2
History	17,495,696	1.2	22,500,034	1.3	21,262,265	1.3	401	1.5	461	1.4	496	1.5
Language & Literature	12,373,622	0.8	20,486,702	1.1	14,610,019	0.9	347	1.3	405	1.3	487	1.4
Media & Communications	28,295,963	1.9	40,153,676	2.2	24,557,385	1.5	563	2.1	591	1.8	577	1.7
Music	35,675,627	2.4	47,451,305	2.6	44,101,153	2.7	892	3.3	1,012	3.2	1,082	3.2
Theater & Dance	20,329,342	1.4	38,835,059	1.6	29,109,165	1.8	771	2.8	862	2.7	958	2.8
TOTAL CULTURAL ACTIVITIES	208,717,410	14.1	277,306,737	15.4	229,020,327	14.0	4,435	16.4	5,151	16.0	5,542	16.3
Education												
General	20,026,578	1.3	13,971,580	0.8	18,386,648	1.1	490	1.8	422	1.3	489	1.4
Adult & Continuing	10,878,823	0.7	8,240,345	0.5	17,963,540	1.1	149	0.5	99	0.3	227	0.7
Elementary & Secondary	58,788,501	4.0	56,378,800	3.1	43,934,532	2.7	1,193	4.4	1,234	3.8	1,197	3.5
Higher (General)	258,771,164	17.4	200,108,854	11.2	195,759,421	11.9	3,122	11.5	3,808	11.8	3,937	11.6
Vocational	7,165,538	0.5	7,306,362	0.4	9,542,919	0.6	191	0.7	212	0.7	249	0.7
TOTAL EDUCATION	355,630,604	23.9	286,005,941	16.0	285,587,060	17.4	5,145	18.9	5,775	17.9	6,099	17.9
Health												

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General	6,641,197	0.4	22,932,617	1.3	23,009,383	1.4	202	0.7	307	1.0	396	1.2
Medical & Health Education	76,692,261	5.1	65,167,373	3.6	56,268,951	3.4	637	2.4	627	1.9	548	1.6
Medical Care & Treatment	146,509,509	9.8	138,492,281	7.7	125,049,672	7.6	1,995	7.4	2,130	6.6	2,017	5.9
Medical Research	49,434,572	3.3	92,575,793	5.2	95,253,371	5.8	798	2.9	757	2.4	920	2.7
Mental Health	16,493,486	1.1	25,162,308	1.4	27,515,824	1.7	503	1.9	559	1.7	635	1.9
Public Health	16,297,736	1.1	45,190,199	2.5	63,348,284	3.8	449	1.7	967	3.0	1,395	4.1
TOTAL HEALTH	312,068,761	20.8	389,520,571	21.7	390,445,485	23.7	4,584	17.0	5,347	16.6	5,911	17.4
Religion												
General	18,182,170	1.2	24,928,597	1.4	27,899,720	1.7	448	1.7	466	1.5	589	1.7
Religious Education	9,725,195	0.7	12,574,978	0.7	10,451,266	0.6	147	0.5	198	0.6	223	0.7
TOTAL RELIGION	27,907,365	1.9	37,503,575	2.1	38,350,986	2.3	595	2.2	664	2.1	812	2.4
Science												
General	26,706,751	1.8	25,256,599	1.4	21,170,553	1.3	279	1.0	313	1.0	282	0.8
Life Sciences	32,017,382	2.2	44,595,830	2.5	29,381,380	1.8	450	1.7	486	1.5	349	1.0
Physical Sciences	19,769,417	1.3	23,361,182	1.3	19,209,230	1.2	490	1.8	497	1.6	508	1.5
Technology	17,787,355	1.2	67,703,768	3.8	53,118,908	3.2	425	1.6	747	2.3	1,009	3.0
TOTAL SCIENCE	96,280,905	6.5	160,917,379	9.0	122,880,071	7.5	1,644	6.1	2,043	6.4	2,148	6.3
Social Science												
General	25,784,944	1.7	34,693,880	1.9	22,089,746	1.3	323	1.2	310	1.0	336	1.0
Anthropology	1,094,074	0.1	6,491,069	0.4	6,893,233	0.4	30	0.1	85	0.3	79	0.2
Economics	12,964,509	0.9	18,912,147	1.1	12,577,129	0.8	316	1.2	394	1.2	311	0.9
Law & Legal Education	12,484,662	0.8	13,021,894	0.7	12,037,877	0.7	273	1.0	275	0.8	293	0.9
Political Science	50,034,744	3.4	58,943,320	3.3	72,727,572	4.4	762	2.8	1,161	3.6	1,335	3.9
TOTAL SOCIAL SCIENCE	102,362,933	6.9	132,062,310	7.4	126,325,557	7.6	1,704	6.3	2,225	6.9	2,354	6.9
Welfare												
General	94,349,790	6.3	114,965,578	6.4	109,826,087	6.7	3,019	11.1	3,317	10.3	3,682	10.8
Business & Employment	44,857,620	3.0	56,472,201	3.2	52,791,648	3.1	1,066	3.9	1,485	4.6	1,464	4.3
Community Affairs	95,983,953	6.4	110,261,434	6.1	90,360,380	5.5	1,934	7.1	2,237	7.0	1,838	5.4
Consumer Interests	770,894	0.1	845,118	0.0	651,724	0.0	35	0.1	31	0.1	33	0.1
Crime & Law Enforcement	12,078,111	0.8	12,255,146	0.7	13,579,438	0.8	303	1.1	319	1.0	379	1.1
Environment & Energy	49,139,127	3.3	91,726,191	5.1	49,975,527	3.0	780	2.9	964	3.0	983	1.8
Equal Rights & Legal Services	20,037,518	1.3	23,200,303	1.3	23,755,528	1.4	452	1.7	594	1.8	599	1.8
Recreation	44,252,310	3.0	47,555,635	2.7	43,810,243	2.7	934	3.4	1,097	3.4	1,104	3.2
Rural Development	6,323,660	0.4	9,332,066	0.5	19,017,335	1.2	112	0.4	149	0.5	244	0.7
Urban Development	19,485,294	1.3	42,589,128	2.4	51,333,281	3.1	388	1.4	767	2.4	848	2.5
TOTAL WELFARE	387,278,277	25.9	509,202,800	28.4	454,101,191	27.5	9,014	33.1	10,960	34.1	11,174	32.8
TOTAL GRANTS	$1,490,246,255	100.0	$1,792,519,313	100.0	$1,646,710,677	100.0	27,121	100.0	32,165	100.0	34,040	100.0

Source: The Foundation Grants Index, 14th Edition, The Foundation Center, 1985 garding the most appropriate use of their gift. Designated funds give the assurance to both donors and recipient organizations that the grant contributions from the community foundation will continue with the stability of the endowment. To serve the entire community is the community foundation's principal goal and purpose while providing a distinct service to donors.

Community foundations' assets range from a few thousand dollars in small communities to $531,586,567 in The San Francisco Foundation – the largest community foundation in the country. In 1985, the largest 25 community foundations reported receiving $140,449,809 in new gifts. The total assets of the largest community foundations grew by $394,788,137. Grants paid out by these 25 community foundations totaled $221,484,570.

National foundations have become increasingly interested in community foundations. A review of the historical role of community foundations reveals a number of special features that they possess which would make them attractive for large national foundations interested in collaborative efforts. These include their public accountability and usually limited geographic focus, which gives them in-depth knowledge of their communities.

In June, 1983 a two-year national project benefiting teenage mothers and fathers was launched by a consortium of 16 private and community foundations. The precedent-setting program developed from discussions between staff from the Ford Foundation, a private foundation, and two of the largest community foundations in the country, The New York Community Trust and The San Francisco Foundation. The two-year implementation phase included two annual conferences for funders and program staff to share information and plan for program continuation. In September, 1985 the participants met to share the results of the program.

The Charles Stewart Mott Foundation's Technical Assistance Program is another example of "collaboration" between community foundations and a private foundation. In 1982, the Mott Technical Assistance Program was established through the Council on Foundations. Now in its fourth year, the Technical Assistance Program offers a variety of programs aimed at growth and stabilization of small and emerging community foundations. A vast amount of literature on development has been produced by the program. "Starting A Community Foundation" has recently been published and is available from the Council on Foundations.

The Kresge Foundation, The Bush Foundation, and the William and Flora Hewlett Foundation have also been instrumental in providing start-up support to community foundations. The Gannett Foundation has also been a major catalyst from the corporate foundation sector in the movement to provide start-up help to community foundations.

A task force of private and corporate foundations has been formed to explore further community foundation initiatives.

New community foundations continue to emerge in all parts of the country. For example, statewide community foundations are in the very early stages of development in South Carolina and Vermont. Also, communities such as Appleton, Wisconsin, and Evanston, Illinois are considering the formation of community foundations.

Foundation Endowments (1985)

Prudential Insurance Co.—
$35 million to *Prudential Foundation*
William R. Scott—
$3 million to *Pittsburgh Foundation*
Ed Snider—
$1.5 million to *Wharton Entrepreneurial Center*

Giving by
CORPORATIONS

	Contributions	Pretax Net Income (Billions)	Percent of Pretax Net Income
1970	$ .797	$ 75.4	1.05
1971	.865	86.6	0.99
1972	1.009	100.6	1.00
1973	1.174	125.6	0.93
1974	1.200	136.7	0.87
1975	1.202	132.1	0.90
1976	1.487	166.3	0.89
1977	1.791	194.7	0.92
1978	2.084	229.1	0.91
1979	2.288	252.7	0.91
1980	2.359	234.6	1.01
1981	2.514	221.2	1.14
1982	2.906	165.5	1.76
1983	3.300	203.2	1.62
1984	3.800	235.7	1.61
1985	4.300	226.8	1.89

Sources: Department of Commerce; Internal Revenue Service; The Conference Board.

American business contributed a record $4.3 billion to the nation's gift supported organizations, institutions and agencies in 1985.

The American Association of Fund-Raising Counsel said the new total was 13.1 percent higher than the revised total of $3.8 billion reported for 1984 by the Council for Financial Aid to Education.

The increase in corporate contributions was the highest of any of the donor groups and the double-digit jump was among the highest ever recorded for year-to-year corporate giving.

Coincidentally, the total corporate giving, estimated at $4.3 billion, meant that corporations were neck-and-neck with foundations in their giving to the nation's gift-supported institutions. The nation's business organizations and foundations have swapped second place–behind only individuals–on and off for years.

The CFAE closely monitors giving by the country's business corporations and revises its estimates as later data become available from corporate reports as well as from the Internal Revenue Service's compilations of corporate income tax returns.

The $4.3 billion estimate of corporation contributions represented 5.4 percent of all philanthropy in the United States, compared with 5.2 percent the year before.

While the total corporate contributions were setting a new record high, they showed a slight drop as a portion of corporate profits.

The latest available data from the U.S. Department of Commerce showed that in 1984 corporate contributions equaled 1.61 percent of net income, down slightly from the 1.62 of net income reported for 1983. In 1982, that figure was 1.76 percent and in 1981, 1.14 percent.

Using the pretax net income figure to measure corporate giving is viewed with some skepticism in some quarters. The PTNI total represents all corporations in the nation whereas only about one-third of them make any contributions at all. Accordingly, the skeptics feel that using these numbers to calculate corporate giving results in a lower average figure for those who do contribute to gift-supported institutions and organizations.

Reports from two leading sources of philanthropic giving information have offered interesting projections on corporate matters.

The Conference Board said that its Economic Forum has forecast that corporate profits will rise by 7 percent in 1986, reversing an estimated decline of 2.1 percent in 1985.

The Foundation Center, however, predicted there would be only moderate growth in giving by corporate foundations for the remainder of the 1980s. The Center's forecast was based on an analysis showing that grants made by corporate foundations far exceeded the reduced contributions they received from their parent companies in at least two recent years.

A recent research report issued by The Conference Board has provided, for the first time, a regional breakdown on corporate contributions. This analysis showed that the biggest givers are companies based in New York and New Jersey, with median annual budgets of $1.9 million.

Sixty companies responding in the New York and New Jersey "Mid-Atlantic Region" showed contributions totaling $475.1 million. The 132 companies in the "Industrial Heartland" (Illinois, Indiana, Michigan, Ohio, Pennsylvania, Wisconsin) gave a total of $388.4 million, followed by the "Pacific's" 42 companies (Alaska, California, Hawaii, Oregon, Washington), $168.9 million; the "Southeast" (67 companies in Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia), $121.4 million; "New England" (43 companies in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont), $115.4 million.

Also, the "Breadbasket" (29 companies in Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota), $95.6 million; "Southwest" (32 companies in Arkansas, Louisiana, Oklahoma, Texas), $74.5 million; and the "Mountain States" (10

Contributions as a Percent of U.S. Pretax Income, 1984

Companies Grouped by Industry Class[1]

Industrial Classification	Number of Companies	U.S. Pretax Net Income (Sum) ($ Millions)	Contributions (Sum) ($ Thousands)	U.S. Pretax Net Income (Median) ($ Thousands)	Contributions (Median) ($ Thousands)	Percent of Contributions to U.S. Pretax Net Income (Median)
Chemicals	27	$ 9,283	$153,172	$144,143	$1,980	1.21%
Electrical machinery and equipment	20	12,601	165,567	114,237	1,217	0.97
Fabricated metal products	7	435	6,641	60,246	786	1.35
Food, beverage and tobacco	20	6,432	83,726	227,568	2,525	1.46
Machinery, nonelectrical	14	1,505	16,049	88,147	865	1.14
Mining	3	197	2,092	*	*	*
Paper and like products	13	1,455	19,442	92,033	920	1.04
Petroleum and gas	17	17,233	240,265	764,000	9,340	1.70
Pharmaceuticals	10	2,994	59,744	265,645	4,149	1.40
Primary metal industries	5	523	10,720	51,783	377	0.73
Printing and publishing	7	1,273	12,272	160,347	1,860	0.85
Rubber and miscellaneous plastic products	4	670	5,033	*	*	*
Stone, clay and glass products	6	1,083	12,655	139,175	1,561	0.85
Textiles and apparel	5	239	9,491	45,607	420	2.49
Transportation equipment	9	8,005	108,696	377,879	6,572	1.10
Total: Manufacturing	167	$63,928	$905,565	$138,699	$1,479	1.15%
Banking	45	2,824	51,270	29,307	500	1.54
Business services	2	513	2,077	*	*	*
Finance	5	726	6,718	112,800	1,527	1.35
Insurance[2]	29	2,462	98,221	28,928	421	1.29
Retail and wholesale trade	12	3,481	47,003	114,289	1,319	0.81
Telecommunications	8	4,227	20,425	377,414	955	0.38
Transportation	5	1,734	9,725	75,556	1,575	0.71
Utilities	50	14,678	44,345	177,679	586	0.29
Total: Nonmanufacturing	156	$30,645	$ 279,784	$ 85,005	$ 589	0.80%
Total: All Companies	323	$94,573	$1,185,349	$113,737	$ 916	1.03%

[1] Loss companies excluded.

[2] Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax net income of corporations generally.

*Industries with fewer than 5 cases are excluded.

Source: Annual Survey of Corporate Contributions, 1984, The Conference Board; Council for Financial Aid to Education.

companies in Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming), $5.2 million. All the regional figures represent only the giving of companies responding to the survey, not total corporate giving for 1984.

A Conference Board-Council for Financial Aid to Education study issued in October, 1985 for 1984 showed that the median gift for companies with pretax net income of at least $1 billion represented 1.04 percent of their pretax income, while for companies with between $5 million and $10 million in income the median gifts equaled 2.65 percent of income, among those companies responding. No figure was given for companies below $5 million in pretax net income since only 4 firms responded, one less than the number required for the survey.

That finding showed, once again, that the widely held view that large U.S. corporations are more generous than their smaller brethren is wrong.

The same joint study provided another measure of giving: which industries contribute the largest portion of their income to charitable organizations. The study grouped companies with positive net income in the lower, median and upper quartiles. The industry with the top median contribution ratio was textiles and apparel, with 2.49 percent of its domestic pretax income contributed to gift-supported organizations. Only five companies in this category responded, however, the minimum required for the survey.

Among the industry classifications with 20 or more responses, banking (45 companies) ranked first, with 1.54 median ratio followed by the food, beverage and tobacco group (20 companies) which showed a 1.46 median ratio. Insurance, which was first in the previous survey, had a 1.29 percent median contributions ratio among the 29 companies that responded.

The utility industry once again had the lowest percent of domestic income –0.29 (50 companies), the identical figure shown in the previous survey for 1983. Industries that gave above 1.0 percent of their net income, regardless of the number of companies participating, included fabricated metal products, 1.35 percent; machinery, nonelectrical, 1.14 percent; paper and like products, 1.04 percent; petroleum and gas, 1.70 percent; pharmaceuticals, 1.40 percent; transportation equipment, 1.10 percent; and finance, 1.35 percent.

The latest Annual Survey of Corporate Contributions was conducted by Anne Klepper and Linda Cardillo Platzer of The Conference Board and Anne F. Decker of the Council for Financial Aid to Education. Once again it demonstrated that both direct corporate gifts and gifts from corporate foundations combined to increase the

Contributions as a Percent of U.S. Pretax Income – Quartile Rank, 1984

Companies Grouped by Size of U.S. Income

		Contributions' Ratios[1]		
U.S. Pretax Net Income	Number of Companies	Lower Quartile	Median	Upper Quartile[2]
Below $5 million	4	*	*	*
$5-9.9 million	13	2.29%	2.65%	6.55%
$10-24.9 million	44	0.76	1.53	2.47
$25-49.9 million	45	0.59	0.91	1.64
$50-99.9 million	45	0.63	1.03	1.59
$100-249.9 million	79	0.48	0.92	1.48
$250-499.9 million	49	0.34	0.79	1.81
$500-999.9 million	26	0.27	0.75	1.48
$1 billion and over	18	0.58	1.04	1.58
All Income Groups	323	0.56	1.03	1.88

[1] The statistics presented here are derived only from companies with positive net income.

[2] This is the 75th percentile.

*Categories with fewer than 5 cases are excluded.

Source: Annual Survey of Corporate Contributions, 1984, The Conference Board; Council for Financial Aid to Education.

Summary of Charitable Contributions Expenditures
(millions of dollars)

Description	Company Foundation		Direct Giving Program		Total	
	Sum	Percent	Sum	Percent	Sum	Percent
Cash	$555.44 (219)	98.5	$563.38 (371)	64.5	$1,119.07 (405)	77.8
Securities	7.48 (2)	1.3	6.61 (10)	0.8	14.09 (12)	1.0
Company Product	0.38 (2)	0.1	146.99 (74)	16.8	147.37 (74)	10.2
Property other than product	0.63 (4)	0.1	156.54 (75)	17.9	157.41 (79)	11.0
Total	$563.93 (222)	100.00	$873.52 (371)	100.00	$1,437.94 (405)	100.00

(Numbers in parentheses are counts of non-zero answers.)

Source: Annual Survey of Corporate Contributions, 1984, The Conference Board; Council for Financial Aid to Education.

overall corporate giving figures.

Corporate foundation giving in 1984 continued the increase shown in recent years, the joint survey demonstrated. In 1984, the companies participating reported a $16.2 million rise in company foundation giving. While this result was nearly $5 million lower than that of 1983, the number of reporting companies declined from 270 in 1983 to 230 the following year. Thus, it is probable that the increase was even greater than that shown in the survey findings.

The survey also looked into another aspect of corporate giving: the magnitude of corporate assistance expenditures that were not taken as a charitable deduction on the companies' tax returns. This showed that a total of 259 reporting companies incurred expenditures of $295,929,000 not taken as a charitable deduction. Included were cash disbursements to charitable organizations, loans of company personnel, donations of product and property, the use of corporate facilities or services, loans at below market yields, and administrative costs involved in making the companies' contributions. The previous survey report showed that a total of 208 companies incurred $167,947,000 in corporate asistance expenditures that were not taken as a charitable deduction on the firms' tax returns.

Of the $295,929,000 in expenditures incurred for corporate assistance in the latest survey, cash disbursements to charitable organizations totaled $165,459,000 (55.9 percent); loan of company personnel totaled $18,550,000 (6.26 percent); donations of product and property aggregated $53,519,000 (18.1 percent); use of corporate facilities or services totaled $12,046,000 (4.1 percent); loans at below market yields came to $6,001,000 (2.0 percent); and administrative costs for the contributions function totaled $40,354,000 (13.6 percent).

The median figure for corporate assistance expenditures was $128,247, sharply lower than the $220,800 median in the year-earlier survey, but 51 more companies responded in the latest study than the 208 firms in the year-earlier survey.

A breakdown of total charitable contributions expenditures showed that cash gifts represented 77.8 percent of all giving and securities 1.0 percent. Company products equaled 10.2 percent of the total and non-product property represented 11.0 percent. Except for cash, all of those figures showed an increase; the cash gift expenditures experienced an 11 percentage point drop among the companies reporting.

It should be noted that data on the corporate assistance expenditures not taken by the companies as a charitable deduction were collected for the first time in 1982. Many corporations have not yet begun to track such expenditures or are only able to provide rough estimates, the survey team points out. It is expected that several years will be required to refine this measurement.

The latest CFAE-Conference Board study showed that education received 38.9 percent of the corporate gifts reported by 415 companies, virtually the same as the 39.0 percent that 471 firms reported in 1983. In dollar terms, however, 1984's $561.7 million was higher than 1983's $498.8 million despite the fact that 56 fewer firms participated in the most recent study. Indeed, in 1982, $522.2 million was reported contributed to education by 534 companies (40.7 percent of the total).

Corporate giving to health and human services, the same study showed, totaled $399.9 million, or 27.7 percent of the total; the year earlier figures were $367.6 million and 28.7 percent, respectively.

This finding indicates that the recent decline in the share of corporate giving to health and human services is still occurring, even through the drop in the latest period was only one percentage point. Between 1982 and 1983, the drop amounted to 2.3 percent.

Culture and the arts, which had remained steady, showed a slight decline in this category's share of corporate gifts. The $154.7 million that it received was 10.7 percent of the 415

Distribution of Corporate Contributions, 1982-84
(millions of dollars)

	1984 415 companies		1983 471 companies		1982 534 companies	
Health and Human Services	$ 399.9	27.7%	$ 367.6	28.7%	$397.3	31.0%
Education	561.7	38.9	498.8	39.0	522.2	40.7
Culture and Art	154.7	10.7	145.2	11.4	145.8	11.4
Civic and Community Activities	271.6	18.8	188.8	14.8	149.3	11.7
Other	56.4	3.9	78.0	6.1	67.0	5.2
Total	$1,444.3	100.0%	$1,278.4	100.0%	$1,281.6	100.0%

Source: Annual Survey of Corporate Contributions, 1984, The Conference Board; Council for Financial Aid to Education.

Structure of Corporate Contributions, 1982-84
(millions of dollars)

	1984	1983	1982
Total company contributions	$1,448.9 (404)	$1,250.7 (484)	$1,116.8 (519)
Less: Grants to company foundations	562.2 (157)	435.7 (159)	367.1 (186)
Other company contributions	886.7 (388)	815.0 (461)	749.7 (494)
Plus: Contributions by company foundations	569.2 (230)	553.0 (270)	531.9 (286)
Total corporate contributions	$1,455.9 (422)	$1,368.0 (503)	$1,281.6 (534)

(Numbers in parentheses are counts of non-zero answers.)

Source: Annual Survey of Corporate Contributions, 1984, The Conference Board; Council for Financial Aid to Education.

Corporate Contributions and Corporate Income Before Taxes[1]

Year	Amount ($ Millions)	Income before Taxes ($ Millions)	Contributions As Percent of Income before Taxes
1936	$ 30	$ 7,900	0.38%
1937	33	7,900	0.42
1938	27	4,100	0.65
1939	31	7,200	0.43
1940	38	10,000	0.38
1941	58	17,900	0.32
1942	98	21,700	0.45
1943	159	25,300	0.63
1944	234	24,200	0.97
1945	266	19,800	1.34
1946	214	24,800	0.86
1947	241	31,800	0.76
1948	239	35,600	0.67
1949	223	29,200	0.76
1950	252	42,900	0.59
1951	343	44,500	0.77
1952	399	39,600	1.01
1953	495	41,200	1.20
1954	314	38,700	0.81
1955	415	49,200	0.84
1956	418	49,600	0.84
1957	419	48,100	0.87
1958	395	41,900	0.94
1959	482	52,600	0.92
1960	482	49,800	0.97
1961	512	49,700	1.03
1962	595	55,000	1.08
1963	657	59,600	1.10
1964	729	66,500	1.10
1965	785	77,200	1.02
1966	805	83,000	0.97
1967	830	79,700	1.04
1968	1,005	88,500	1.13
1969	1,055	86,700	1.22
1970	797	75,400	1.06
1971	865	86,600	1.00
1972	1,009	100,600	1.00
1973	1,174	125,600	0.93
1974	1,200	136,700	0.88
1975	1,202	132,100	0.91
1976	1,487	166,300	0.89
1977	1,791	194,700	0.92
1978	2,084	229,100	0.91
1979	2,288	252,700	0.91
1980	2,359	234,600	1.01
1981	2,514	221,200	1.14
1982	2,906	165,500	1.76
1983	3,300(est.)[2]	203,200	1.62
1984	$3,800(est.)[2]	$235,700	1.61

[1] Reflects total consolidated corporate income before and after taxes.

[2] From Council for Financial Aid to Education.

Note: Figures in this table reflect contributions and income of *all* U.S. corporations.

Sources: Department of Commerce, Internal Revenue Service.

companies' contributions in the latest survey, whereas it attracted 11.4 percent of the giving in both 1983 ($145.2 million) and 1982 ($145.8 million).

Corporate contributions to civic and community activities continued to rise in the most recent period. Fully 18.8 percent of the funds given by the 415 reporting companies went to civic and community activities and totaled $271.6 million. In 1983 contributions from the 471 companies in that survey reported that their gifts totaled $188.8 million, which was 14.8 percent of the total. In 1982, 534 companies contributed $149.3 million, or 11.7 percent of all contributions in this category.

The "other" category, however, showed a decline in both corporate dollars given as well as in share of total contributions. In 1984, $56.4 million went to "other" causes, which was 3.9 percent of the total. In 1983, the figures were $78.0 million and 6.1 percent and in 1982 $67.0 million and 5.2 percent.

[redacted]

(in billions)

	Amount
1955	$ 7.70
1956	8.33
1957	9.26
1958	9.50
1959	10.37
1960	10.92
1961	11.36
1962	11.88
1963	13.21
1964	13.70
1965	14.75
1966	15.80
1967	17.04
1968	18.95
1969	20.79
1970	21.02
1971	23.44
1972	24.48
1973	25.70
1974	26.98
1975	28.61
1976	32.06
1977	36.34
1978	38.95
1979	43.69
1980	48.74
1981	55.49
1982	60.04
1983	64.96
1984	73.30
1985	79.84

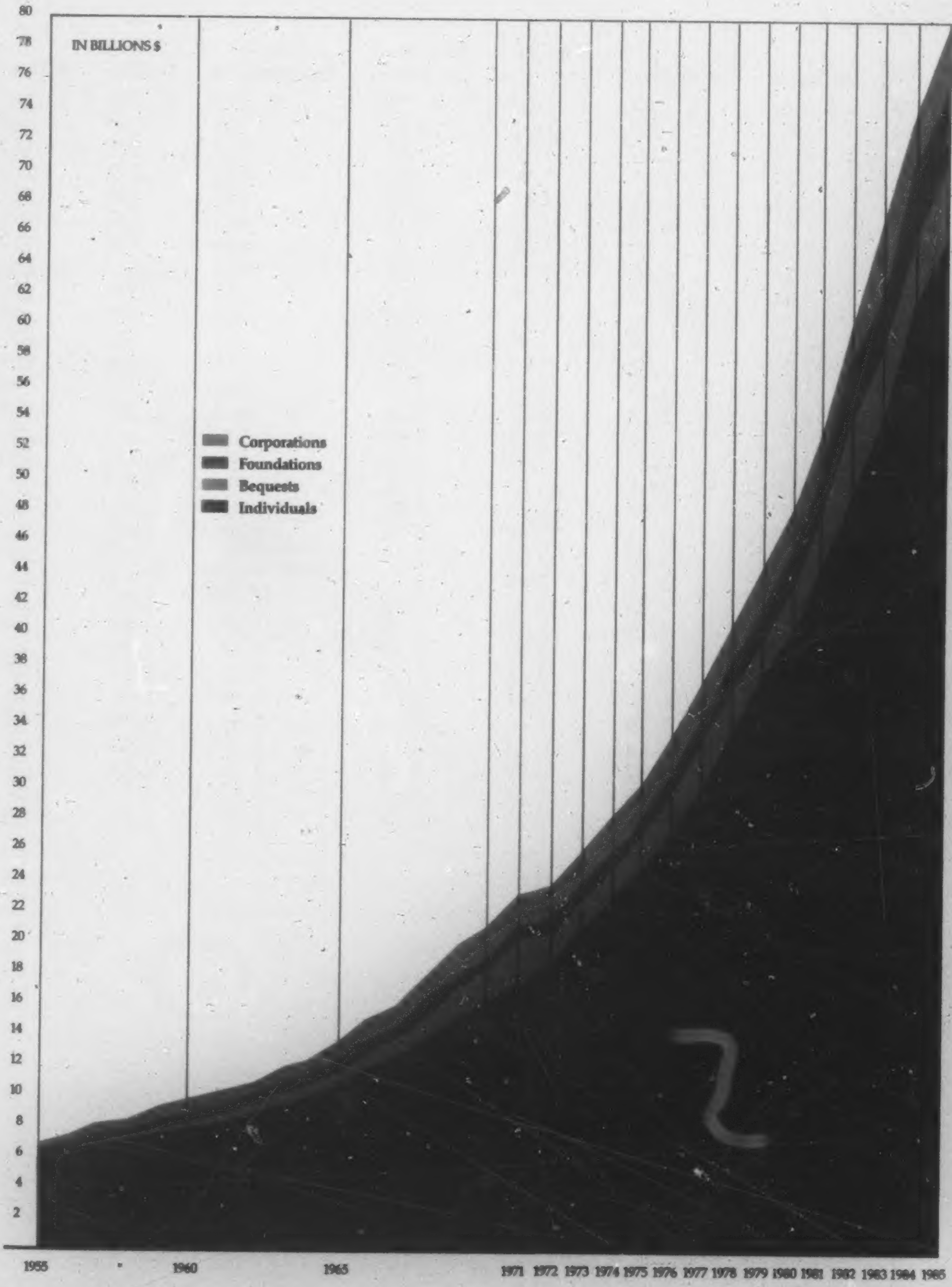
The Growth of Philanthropy 1968-85

Year	*Total Giving (billions)*	*Gross National Product (billions)*	*As % of GNP*
1968	$18.95	$ 864.2	2.19
1969	20.79	930.3	2.23
1970	21.02	977.1	2.15
1971	23.44	1,054.9	2.22
1972	24.48	1,158.0	2.11
1973	25.70	1,306.3	1.97
1974	26.98	1,406.9	1.92
1975	28.61	1,499.0	1.91
1976	32.06	1,691.4	1.89
1977	36.34	1,887.2	1.92
1978	38.95	2,106.9	1.85
1979	43.69	2,368.8	1.84
1980	48.74	2,626.5	1.86
1981	55.49	2,924.8	1.90
1982	60.04	3,057.6	1.96
1983	64.96	3,310.8	1.96
1984	73.30	3,662.8	2.00
1985	79.84	3,988.6	2.00

DONORS

(in Billions)

	Corporations	Foundations	Bequests	Individuals
1955	$ .415	$ .300	$ .237	$ 6.75
1956	.418	.305	.239	7.33
1957	.419	.502	.450	7.89
1958	.395	.505	.451	8.15
1959	.482	.702	.512	8.68
1960	.482	.710	.574	9.16
1961	.412	.702	.650	9.50
1962	.595	.701	.701	9.89
1963	.657	.821	.880	10.86
1964	.729	.830	.951	11.19
1965	.785	1.13	1.02	11.82
1966	.805	1.25	1.31	12.44
1967	.830	1.40	1.40	13.41
1968	1.005	1.60	1.60	14.75
1969	1.055	1.80	2.00	15.93
1970	.797	1.90	2.13	16.19
1971	.865	1.95	3.00	17.62
1972	1.009	2.00	2.10	19.37
1973	1.174	2.00	2.00	20.53
1974	1.200	2.11	2.07	21.60
1975	1.202	1.65	2.23	23.53
1976	1.487	1.90	2.36	26.32
1977	1.791	2.00	2.99	29.55
1978	2.084	2.17	2.60	32.10
1979	2.288	2.42	2.23	36.59
1980	2.359	2.81	2.86	40.71
1981	2.514	3.07	3.49	46.42
1982	2.906	3.16	5.45	48.52
1983	3.300	3.60	4.52	53.54
1984	3.800	3.95	4.89	60.66
1985	4.300	4.30	5.18	66.06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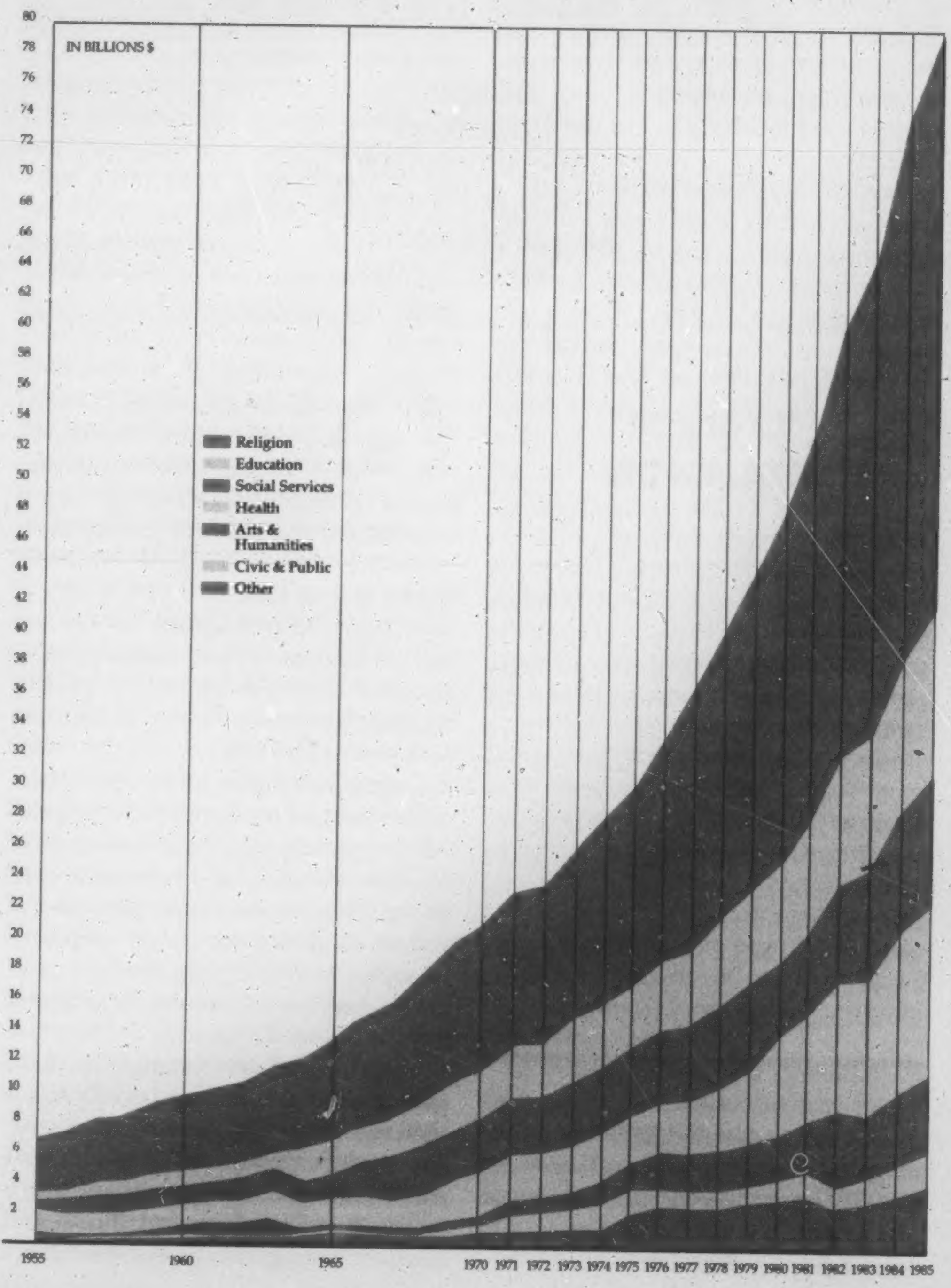
RECIPIENTS

In Billion $

	Religion	Education	Social Services	Health & Hospitals	Arts & Humanities	Civic & Public	Other
1955...	$ 3.48	$ .883	$1.68	$ .746	$ .349	$ .225	$ .347
1956...	3.93	.817	1.60	1.10	.322	.250	.322
1957...	4.22	1.07	1.70	1.21	.359	.279	.454
1958...	4.34	1.17	1.66	1.33	.353	.272	.350
1959...	4.76	1.54	1.63	1.35	.397	.290	.383
1960...	5.01	1.72	1.63	1.35	.408	.314	.502
1961...	5.23	1.79	1.69	1.40	.415	.318	.517
1962...	5.45	1.88	1.77	1.56	.410	.312	.498
1963...	5.84	2.19	1.97	1.74	.485	.374	.601
1964...	6.14	2.28	1.92	1.68	.435	.387	.828
1965...	6.72	2.47	2.07	1.67	.436	.383	1.01
1966...	7.22	2.51	2.07	2.23	.536	.390	.861
1967...	7.58	2.63	2.07	3.00	.559	.411	.790
1968...	8.42	3.13	2.31	3.22	.604	.428	.848
1969...	9.02	3.34	2.71	3.40	.718	.561	1.01
1970...	9.34	3.28	2.92	3.44	.663	.455	.932
1971...	10.07	3.65	3.01	3.74	1.01	.684	1.31
1972...	10.19	3.83	3.16	3.94	1.10	.820	1.45
1973...	10.53	4.11	3.07	4.16	1.26	.620	1.92
1974...	11.84	4.04	3.02	4.19	1.20	.670	2.05
1975...	12.81	3.75	2.94	4.22	1.56	.790	2.55
1976...	14.18	4.35	3.02	4.79	2.27	1.03	2.40
1977...	16.98	4.79	3.57	4.95	2.32	1.22	2.53
1978...	18.35	5.45	3.87	5.38	2.40	1.08	2.44
1979...	20.17	6.02	4.48	6.06	2.73	1.23	2.97
1980...	22.23	6.86	4.91	6.67	3.15	1.46	3.46
1981...	25.05	7.79	5.62	7.66	3.66	1.79	3.92
1982...	28.06	8.44	6.33	8.41	4.96	1.68	2.16
1983...	31.61	9.02	6.89	9.16	3.95	1.63	2.70
1984...	35.43	9.95	7.88	10.30	4.50	1.94	3.30
1985...	37.73	11.05	8.56	11.25	5.09	2.24	3.92


IN BILLIONS $
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Religion
Education
Social Services
Health
Arts & Humanities
Civic & Public
Other
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1960
1965
1970
1971
1972
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1985

AREAS OF PHILANTHROPIC OPPORTUNITY

Religion
Education
Social Services
Health & Hospitals
Arts & Humanities
Civic & Public

Giving to **RELIGION**

	Amount (Billions)
1970	$9.34
1971	10.07
1972	10.19
1973	10.53
1974	11.84
1975	12.81
1976	14.18
1977	16.98
1978	18.35
1979	20.17
1980	22.23
1981	25.05
1982	28.06
1983	31.61
1984	35.43
1985	37.73

Americans donated $37.73 billion to religious organizations and agencies in 1985, a new record and an increase of 6.5 percent from the revised total of $35.43 given a year earlier.

The American Association of Fund-Raising Counsel, which measures contributions to the nation's gift-supported institutions each year, said it had revised the total for giving to religion for 1984 because of the availability of later data.

In 1985, contributions to the religious category of philanthropy constituted 47.3 percent of all giving during the year, slightly below the 48.3 percent in 1984.

Giving to religion, the Association said, has been nearly half of total philanthropy every year and varies only by a few points up or down each year – depending for the most part on the volume and value of large gifts and bequests to other philanthropic categories such as education, health and culture.

The Association's estimate for total giving to religion is based on reports it receives from religious organizations. Those organizations are asked how much contributions were up or down in the previous year and those data are then averaged to arrive at an overall percent change from the previous year.

But because some other organizations are as much as a year behind in releasing their financial data it becomes necessary to revise the figures when the later data show the original estimate was either too low or too high. Hence, the minor revision for religious giving in 1984.

In recent years giving to religion has been substantially boosted by what many refer to as "Pray TV," the "electronic church" or more accurately, evangelicals.

The elders of the community–Billy Graham and Oral Roberts–have been joined by numerous powerhouse preachers such as Jimmy Swaggert, Jerry Falwell, Robert Schuller, Jim Bakker and Pat Robertson along with a host of others who not too long ago were believed to be getting the contributions that would have been going to mainline religions. But that has been shown to be no more than fear and in fact, while the 62 nationally syndicated religious shows reach at least 61 million households with minimal viewing time each month, church attendance has not fallen.

Of all the evangelists, Pat Robertson is believed to have the largest broadcasting operation. He pioneered the first religious TV station, the first religious network and the first Christian programming to use a talk-show format. He was also the first religious broadcaster to use commercial sponsors and his 24-hour Christian Broadcasting Network reaches 30 million subscribers, making it the largest Christian cable operation and the fifth largest cable TV operation of any kind.

CBN has annual income of $233 million and employs 4,000 workers in three massive buildings in Virginia Beach, Va. The linchpin of the operation is The 700 Club, which appears in 185 cities each day with a total viewing audience of 16.3 million each month.

In Charlotte, N.C. a network run by Jim Bakker, PTL, broadcasts 24 hours each day and ranks second in size to Robertson's operation. Its receipts are more than $100 million each year, below those of Jimmy Swaggert who is believed to have raised $140 million in 1985.

Robert Schuller's Hour of Power, from Garden Grove, California, has a TV budget of $37 million annually, with an additional $5.7 million spending going for non-TV operations. It not known how much the Hour of Power raised in 1985, but Jerry Falwell's receipts in 1985 reached $100 million, while Oral Roberts has a budget of $120 million and appears each Sunday on 192 TV stations.

While the lion's share of contributions to TV evangelists go to pay expenses connected with reaching their audiences, other church groups spend a considerable portion of their total receipts on social service work, primarily within their own communities, and on education, solely within their own communities.

It is generally believed that as much as 22 percent of all religious giving is eventually spent by churches and synagogues for social service purposes and in heavily populated Catholic areas, nearly 30 percent of all contributions is funneled into church-run schools and colleges.

In recent years, the Association said, giving to religion has been maintained at about the same proportionate level to overall giving and mirrors figures for overall church attendance in the United States.

It should be noted that "measuring"

Religious Preferences—Yearly—

	Protestant	Catholic	Jewish	Other	None
	%	%	%	%	%
1985	57	28	2	4	9
1984	57	28	2	4	9
1983	56	29	2	4	9
1982	57	29	2	4	8
1981	59	28	2	4	7
1980	61	28	2	2	7
1979	59	29	2	2	8
1977-78	60	29	2	1	8
1976	61	27	2	4	6
1975	62	27	2	4	6
1974	60	27	2	5	6
			–By 5-year periods–		
1972	63	26	2	4	5
1967	67	25	3	3	2
1962	70	23	3	2	2
1957	66	26	3	1	3
1952	67	25	4	1	2
1947	69	20	5	1	6

In above table, trend data for the Mormon and Orthodox Churches are omitted because of insufficient historical data.

Source: Religion in America, 1986

giving to religion is a task which is very difficult, because there is much about religion that cannot be described in statistical terms. Even attempting to define religious groups is difficult, because some of the terms involved are unclear and overlap–for instance, fundamentalists and evangelicals. However, notwithstanding such problems, surveys conducted by some of the nation's most prestigious researchers and research firms do provide important data and the gaps in our knowledge of national religious trends are slowly but surely being narrowed.

A major new study on measuring giving to religion is planned by the INDEPENDENT SECTOR. The newly established AAFRC Trust for Philanthropy, the public service affiliate of the American Association of Fund-Raising Counsel, will support the participation of Dr. Ralph L. Nelson in that study. Dr. Nelson, a highly respected economist in the philanthropic community and a professor of economics at Queens College in New York, measures individual giving to philanthropy for *Giving USA*. His estimates, utilizing an econometric model which he developed, can be found in the Individual Giving section of this book.

Dr. Nelson's participation in *Giving USA* resulted from a recommendation made to the Association by its Advisory Council on Methodology for the annual report on philanthropic giving.

Since most of the money donated to religion occurs during church services, attendance at houses of worship is probably the most important factor in the amount of funds contributed for religious causes.

Indeed, the stability of the religious sector was reflected in the latest series of Princeton Religion Research Center surveys, which focused on the importance of religion to Americans. Interviews with 7,649 adults in 1985 showed that 55 percent view religion as very important in their lives, about the same figure that emerged from six previous studies conducted since 1958 by the Gallup organization.

That study also found little change in Americans' perceptions of religion's impact on society. Fully 58 percent of those surveyed in 1985 said they believe religion can answer all or most of today's problems. That result was also not unlike the finding of five earlier surveys since 1975.

The Gallup organization also analyzed church membership and found that 75 percent of women claim membership while 65 percent of all men do, both slightly higher than a year earlier. Women (47 percent) also attend church more frequently than men (36 percent). Membership in a church or synagogue appears to be strongly influenced by a person's age. For example, the study showed, 62 percent of persons aged 18-29 are

Church/Synagogue Attendance

1985	42%
1984	40
1983	40
1982	41
1981	41
1980	40
1979	40
1978	41
1977	41
1972	40
1969	42
1967	43
1962	46
1958	49*
1957	47
1955	49*
1954	46
1950	39
1940	37**
1939	41

*High points.
**Low point.

Source: Religion in America, 1986

Church/Synagogue Membership

1985	71%
1984	68
1983	69
1982	67**
1981	68
1980	69
1978	68
1976	71
1965	73
1952	73
1947	76*
1942	75
1939	72
1937	73

*High points.
**Low point.

Church/Synagogue Membership

National	71%
Men	65
Women	75
18-29 years	62
30-49 years	69
50 and older	78
East	72
Midwest	73
South	75
West	58
Catholics	81
Protestants	74
Jews	61
Whites	70
Blacks	78
Total Nonwhites	72
College graduates	71
College incomplete	74
High school graduates	70
High school incomplete	68

Source: Religion in America, 1986

Number of United States Churches, and of Members, by Religious Groups

	Number of Bodies Reporting	Number of Churches	Number of Members
Buddhists	1	100	100,000
Eastern Churches	18	1,661	4,052,668
Jews*	1	3,416	5,817,000
Old Catholic, Polish National Catholic, Armenian Churches	7	427	1,024,582
Protestants**	186	313,411	78,701,677
Roman Catholic	1	24,275	52,286,043
Miscellaneous***	5	1,120	190,168
Totals	219	344,410	142,172,138

*Including Orthodox, Conservative, and Reformed branches.

**Some bodies included here such as various Latter-day Saints groups and Jehovah's Witnesses, are, strictly speaking, not "Protestant" in the usual sense.

***This is a grouping of bodies officially non-Christian, including those such as Spiritualists, Ethical Culture Movement, and Unitarian-Universalists.

Source: Yearbook of American and Canadian Churches, 1986 edition by Constant H. Jacquet, Jr., Nashville, Abingdon Press, 1986

church members while 69 percent of those in the 30-49 bracket are church members. Those at least 50 years of age recorded a 78 percent membership rating.

Membership in the south again ranked highest (75 percent), followed by the midwest (73 percent), the east (72 percent) and the west (58 percent).

Eighty-one percent of Catholics said they are members of a church, followed by 74 percent among Protestants and 61 percent of Jewish persons who claimed membership in a synagogue.

The survey found that blacks (78 percent) ranked ahead of whites (70 percent); a "non-white" category, said the Gallup organization, registered a total of 72 percent in the church membership classification.

Education's relationship to church membership showed that those with some college education ranked ahead (74 percent) of college graduates (71 percent); high school graduates (68 percent) ranked higher as church members when compared to those who did not complete their high school education (68 percent).

The latest data issued by the Princeton Religion Research Center showed that four adults in every 10 (42 percent) attended a church or synagogue in a typical week in 1985. That, too, was the exact finding in 1984.

Churchgoing has remained steady since 1969 after having declined from a high point of 49 percent registered in 1955 and again in 1958.

The latest data show that the nation's Catholics had a better attendance rate at church service than did Protestants. In 1985, 53 percent of Catholics surveyed said they attended Mass vs. 42 percent of Protestants. In 1984, those figures were 51 percent for Catholics and 39 percent for Protestants.

Overall, 71 percent of those surveyed by George Gallup said they belong to a church or synagogue, three percentage points higher than in 1984. This marked the first time since 1976, when the membership figure was also 71 percent, that the number rose beyond the 67-69 percent range.

While membership certainly has an impact on giving to religion, it should not be construed as an accurate measure of financial support.

Studies performed by the National Council of Churches have generated essential financial data on giving to religion. Data gathered by the NCC showed that a total of $12,474, 478,006 was contributed to 40 Protestant church bodies in 1985, a rise of 6.8 percent from the $11,672,316,232 the denominations received the year before. Since the number of church bodies reporting from year to year changes, an analysis of the large mainline religions provides a more accurate comparison.

Among the nine selected U.S. church bodies–compiled from information collected on 39 U.S. church bodies–membership showed a decline of 0.77 percent while giving showed an increase of 7.83 percent, well above the inflation rate of 3.7 percent for 1985. Total confirmed membership in the group of nine was 24,263,180, down from 24,451,627 a year earlier.

The nine church bodies reported an average per capita giving of $293.65 compared to $270.22, an increase of 8.67 percent. Contributions to these churches totaled $7,124,986,612 vs. $6,607,437,438 a year earlier, a 7.83 percent increase.

Of the nine church denominations, only the Lutheran Church-Missouri Synod showed a gain in full membership. It had a net increase of 2,193 members, or 0.11 percent, to a total of 1,986,392. The American Lutheran Church's membership held steady, with a statistically insignificant gain of 138 members to a total of 1,756,558.

The Episcopal Church compiled the top figure in per capita giving in the full membership category (those with full, communicant or confirmed status). That figure, $495.66, an increase of 7.78 percent, was higher than the previous year when that body registered a per capita gift of $459.89 and a record high increase of 13.6 percent.

Total contributions in this group showed that every church body registered increases, and in every case the percentage increase exceeded the inflation rate. The United Church of Christ showed the greatest gain, 14.46 percent, to $444,465,292.

Another major study involving philanthropy was conducted by Yankelovich, Skelly and White, Inc. at the request of The Rockefeller Brothers Fund. The findings of that study, *The Charitable Behavior of Americans,* were released in March, 1986. The nation-

Religious Preferences, 1985

Protestant	57%
Roman Catholic	28
Jewish	2
Mormon (The Church of Jesus Christ of Latter-day Saints)	2
Orthodox Church	1
Other	1
None	9

Source: Religion in America, 1986

Religious Preferences, 1947 and 1985

	1985 %	1947 %	Percent increase/ decrease
Protestant	57	69	−17
Catholic	28	20	+40
Jewish	2	5	−60

Source: Religion in America, 1986

Summary of United States Current and Non-Current Statistics

Current statistics are those reported for the years 1985 or 1984. Non-current statistics are those for the years 1983 and earlier. Only current totals are provided in the categories: Full, Communicant, or Confirmed Members; Number of Sunday or Sabbath Schools; Total Enrollment.

	No. of Bodies	No. of Churches	Inclusive Membership	Full, Communicant or Confirmed Members	No. of Pastors Serving Parishes	Total No. of Clergy	No. of Sunday or Sabbath Schools	Total Enrollment
1986 Yearbook								
Current	122	215,970	106,153,452	46,168,753	209,297	360,120	130,560	26,589,251
Non-Current	97	128,440	36,018,686	N.R.	112,330	163,474	N.R.	N.R.
Totals	219	344,410	142,172,138		321,627	523,594		
1985 Yearbook								
Current	119	210,146	107,055,646	42,245,498	216,699	359,289	140,175	28,861,252
Non-Current	100	128,098	33,760,739	N.R.	100,766	155,339	N.R.	N.R.
Totals	219	338,244	140,816,385		317,465	514,628		

Some Comparative United States Church Statistics

	1984	1985
Church Membership as a Percent of U.S. Population	60.1	59.5
Membership Gain or Loss over Previous Year	1,213,326	1,355,753
Percentage of Gain or Loss over Previous Year	0.87	0.96

Source: Yearbook of American and Canadian Churches, 1986 edition by Constant H. Jacquet, Jr., Nashville, Abingdon Press, 1986

wide research project was carried out with 1,151 Americans 18 years of age or older.

Among that study's key religion-related findings was that religious organizations and causes attracted the most personal gifts–72 percent of all donations from those interviewed. In some categories–widowed, persons over age 65, less than a high school education, and those who attend church weekly or nearly weekly–religious contributions represented about 85 percent of all gifts made.

The study report said that while religious giving was found to affect other aspects of philanthropy, religion's impact on overall giving was not clearly defined.

Religious belief and convictions motivate individuals to consider giving to the following, in order of importance, the report said: charities that assist the poor; organizations that help needy people in other countries; medical charities; and educational institutions.

Despite that finding, the report said the respondents were sending a "mixed signal" because those interviewed also claimed that religious beliefs really do not influence what they give in the way of a donation to nonreligious causes. Still, Yankelovich said it was clear that if an individual is moved to make a contribution to religious causes, that same individual is more likely to support nonreligious activities than someone who does not give to a church, synagogue, etc.

The research firm said its religious giving data added emphasis to the general finding that people are more apt to give when they are closely involved with a charitable organization. Those who attend religious services regularly (every week or nearly every week) commit 3.1 percent of their annual income to religious charity; those who attend once or twice a month, 1.3 percent; a few times a year, 0.7 percent; and never, 0.2 percent.

Religion's impact on the rest of the philanthropic field is also reflected in the following finding, said Yankelovich: the more substantial givers (3 percent of income or above) commit a larger percentage of their total contributions to religious causes than do those making smaller commitments to philanthropy. This was found to be true at virtually all income levels.

The study could not determine whether or not religion is "draining" contributions away from philanthropic activities It found that while religion appears to stimulate philanthropic tendencies it also competes more effectively for the contribution dollar.

There is no hard evidence suggesting that individuals who give generously to religious causes would shift that support to other charitable institutions should religion be taken out of the philanthropy mix, the Yankelovich organization said.

The widespread assumption that people in lower income brackets give high priority to religious giving was found to be true. Although 44 percent of those interviewed with incomes of $10,000 or under made no gift to a religious organization, among those who did contribute, religion was the dominant choice.

The study concluded that religion is still at the cutting edge of philanthropy. Nearly three out of four people interviewed made a contribution to a church, synagogue or religious charity during the year.

The Council on Foundations also conducted a study on religion that was published in 1985. Titled *The Philanthropy of Organized Religion*, this survey focused on religious groups as grantmakers rather than as recipients of philanthropic funds. It was found that religious organizations gave an estimated $8.5 billion in 1983–well above the philanthropic spending of U.S. corporations ($3.1 billion) and foundations ($3.46 billion) that year. Of the 485 respondents in the survey, 92 percent supported programs or provided services in the United States while 51 percent were active internationally.

Populations served by this group of religious organizations included children and youth as well as low income people (both categories were given the most attention). Two-thirds of the respondents funded the aged and nearly half funded causes involving women and the handicapped. On an ethnic basis, whites were funded by 48 percent of the religious organizations reporting, blacks by 44 percent, Hispanics, 35 percent, American Indians, 20 percent, and Asian Americans, 11 percent.

The most frequently mentioned activities supported by all the religious groups were food/nutrition (56 percent); refugee aid (49 percent); day care/camps/recreation for youth (47 percent); issue education/advocacy (47 percent); and justice/human rights for particular groups (47 percent).

Other activities most frequently cited were emergency aid/disaster relief; clothing; temporary shelter; schools (pre-school through high school); and adult education/tutoring.

Giving to EDUCATION

	Amount (Billions)
1970	$3.28
1971	3.65
1972	3.83
1973	4.11
1974	4.04
1975	3.75
1976	4.35
1977	4.79
1978	5.45
1979	6.02
1980	6.86
1981	7.79
1982	8.44
1983	9.02
1984	9.95
1985	11.05

Giving to education rose to its highest level ever in 1985, reaching $11.05 billion, a gain of 11 percent from 1984's $9.95 billion.

The American Association of Fund-Raising Counsel said that it had revised giving to educational institutions and agencies for 1984 when later data became available earlier this year.

As a portion of all philanthropy in the United States, education received 13.8 percent, nearly the same as last year. The share of philanthropy going to education has remained at the same approximate level for nearly 25 years, the association said.

The largest single portion of the contributions made to the overall education category goes to colleges and universities

The Council for Financial Aid to Education reported that in the 1984-85 academic year giving to higher education rose to $6.3 billion from $5.6 billion the year before. That result represented a 12.9 percent increase, well above the 8.5 percent rise in giving to higher education reported one year earlier.

The CFAE data showed that virtually every source of support for higher education contributed more in the 1984-85 year than it did in 1983-84.

Corporate giving increased by a substantial 23.8 percent compared to the year-earlier figure of 14.3 percent. Foundation gifts to higher education were up by 8.7 percent, whereas their giving rate had grown by 6.2 percent the previous year.

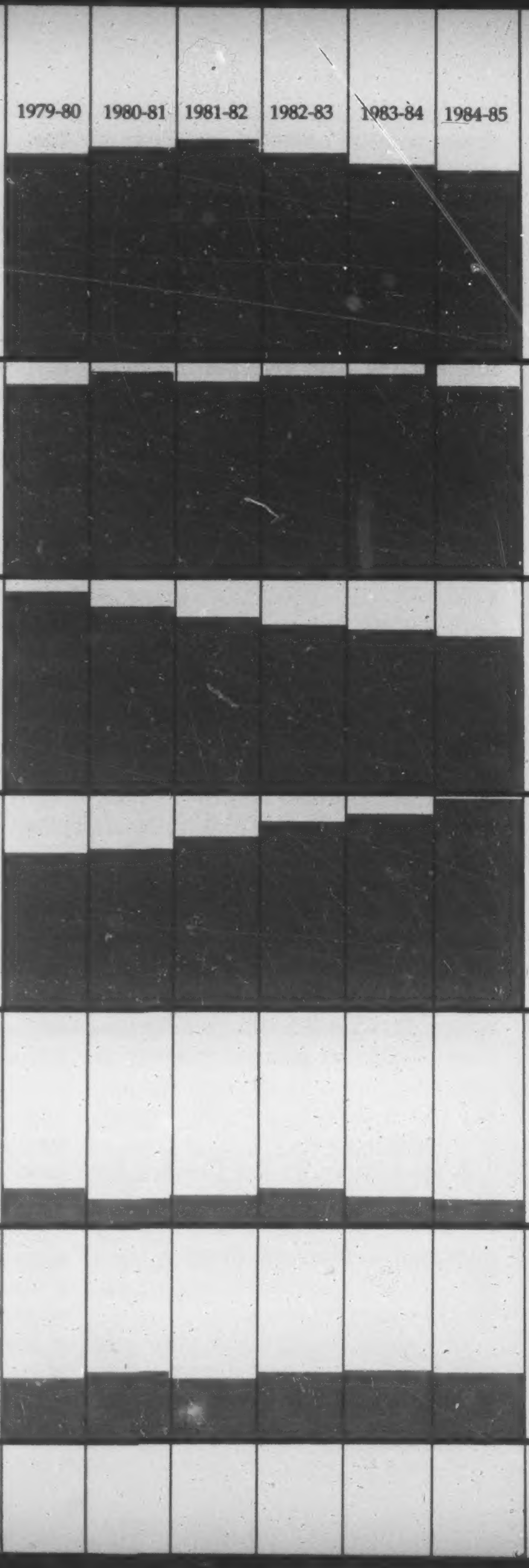
Alumni gifts rose by 11.9 percent in the latest period studied vs. 5.4 percent in academic year 1983-84. Religious organizations showed only an increase of 9.4 percent, compared to the previous year's change which showed a 7.8 percent decrease. Individuals, other than alumni, increased their higher education giving by 7.6 percent, but that did not match the 10.6 percent recorded in the year-earlier period.

Other sources of support for institutions of higher education registered an 11.4 percent increase in 1984-85, slightly above the 10.1 percent rise previously recorded.

Corporations contributed a total of $1.6 billion to the nation's colleges and universities in the 1984-85 year compared with $1.3 billion the year before. The corporate world continued to regard education as an important national resource and remained strongly committed to its support. An important consideration is that many future corporate leaders and key staff members will be drawn from the ranks of the nation's institutions of higher education.

While the same is not true regard-

Giving to Higher Education



Alumni

1979-80	23.9%
1980-81	24.8%
1981-82	25.5%
1982-83	24.0%
1983-84	23.3%
1984-85	23.1%

Non-Alumni

1979-80	22.3%
1980-81	23.8%
1981-82	22.6%
1982-83	23.1%
1983-84	23.5%
1984-85	22.4%

Foundations

1979-80	23.8%
1980-81	21.8%
1981-82	20.6%
1982-83	19.7%
1983-84	19.3%
1984-85	18.6%

Business

1979-80	18.3%
1980-81	18.4%
1981-82	20.1%
1982-83	21.5%
1983-84	22.7%
1984-85	24.9%

Religion

1979-80	4.1%
1980-81	3.3%
1981-82	3.6%
1982-83	4.0%
1983-84	3.4%
1984-85	3.3%

Other

1979-80	7.6%
1980-81	7.9%
1981-82	7.0%
1982-83	7.7%
1983-84	7.8%
1984-85	7.7%

Source: *Council for Financial Aid to Education* ing foundations, that source continues to be an essential supporter of education, especially of higher education. Even though the share of foundation funds and grants given to educational institutions has been declining in recent years, in the 1984-85 academic year foundations contributed $1.2 billion to colleges and universities. The year before, their contributions to those institutions was $1.1 billion.

Non-alumni individuals provided $1.4 billion in support for higher education in the most recent period, exactly $100 million more than in the 1983-84 year. Religious groups, the CFAE reported, gave $208 million in the latest tabulation and $190 million in the preceding survey.

A Council on Foundations study released early last year tended to support the widely held view that religious support for educational activities may be declining in the face of growing concern that more support for social services is needed. This survey found that while many religious groups still support only their own institutions, such as schools, hospitals and homes for the aged, the trend is away from this work and increasingly toward newer, less traditional social problems. Religious groups' priority is now being given to advocacy and justice issues, according to the Council on Foundations study.

A joint study by the Council for Financial Aid to Education and The Conference Board confirmed that corporations continue to direct a large share of their contributions to the overall education category.

This study showed that corporate gifts to education have continued to hover around the 39-40 percent range. In 1984, the latest period covered by the study, 38.9 percent, or $561.7 million, was the contribution rate of 415 companies responding. In 1983, 39 percent of contributions reported by 471 companies went to education and in 1982 40.7 percent (534 companies).

The latest available data from The Foundation Center, also covering 1984, demonstrate the wide gap between corporate and foundation giving to education. The foundation data show that grants of $5,000 and more to education comprised 17.4 percent of all large foundation gifts in 1984 compared to 16.0 percent in 1983. Most foundation funding went to the health and welfare or human services categories.

The Foundation Grants Index showed that higher education received $196 million, or 11.9 percent, of the total grant money in 1984 vs. $200.1 million, or 11.2 percent, the year earlier.

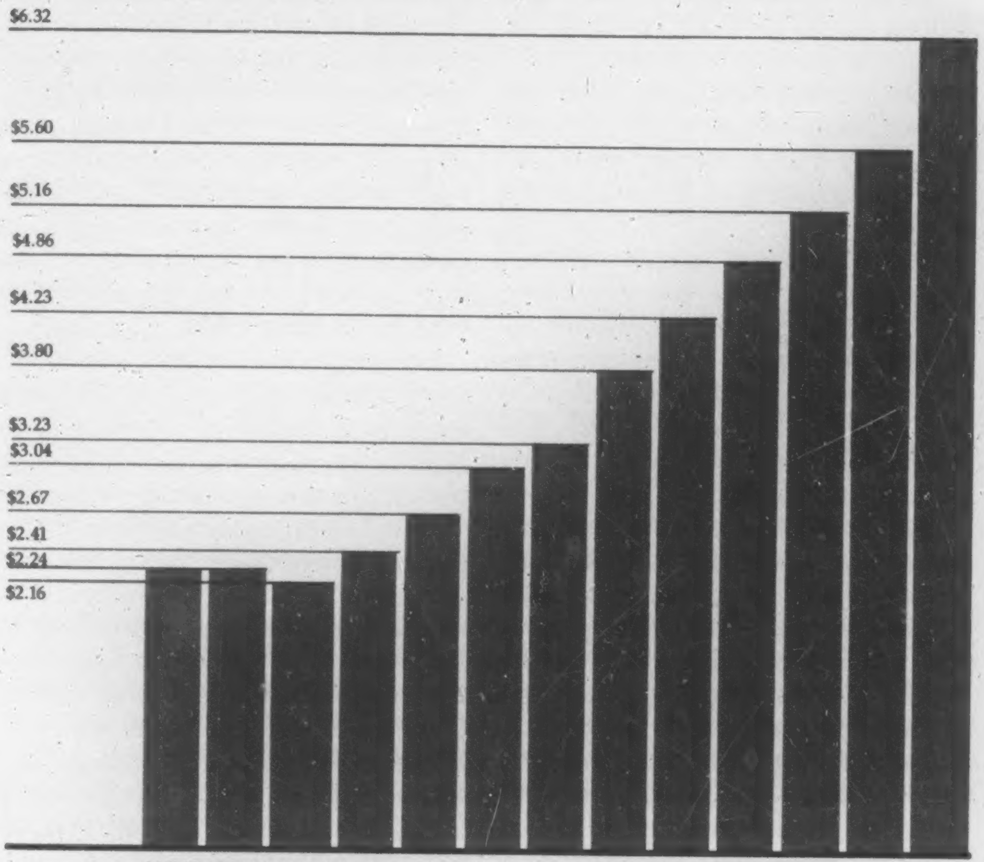
Elementary or secondary education received $43.9 million in 1984 in grants of at least $5,000 vs. $56.4 million, or 3.1 percent of the total, in the preceding year.

Distribution of reported grants by recipient organization types showed that private colleges and universities received $278.9 million, or 17 percent, while their public counterparts received $138.9 million, or 8.4 percent, in 1984. The year-earlier figures were $322.7 million, or 18.0 percent (private) and $107.3 million, or 6.0 percent (public).

Giving data related to a variety of elementary, secondary and boarding schools, compiled by the National Association for Independent Schools, show that individuals gave an average of $116. The average gift from parents of students, however, was $356.

Parents of former pupils contributed an average of $298. More than

Estimated Total Voluntary Support (in billions)



Source: *Council for Financial Aid to Education*

half of the parents–55.8 percent–whose children were still attending these schools made contributions to the annual giving programs of the institutions, the NAIS reported.

The association continued to analyze the independent schools' endowment programs and found that 342 of these institutions had endowments totaling $1.50 billion, slightly lower than the $1.56 billion reported the year earlier by 216 schools. The largest share of endowments was held by coeducational boarding schools, $466.9 million. The average share per student, overall, was $9,497; the per-student average for the coeducational boarding schools was highest, at $66,092.

In the fall of 1985, about 56.9 million persons were enrolled in American schools and colleges. Nearly 3.2 million were employed as elementary and secondary school teachers and as college instructors. Other professional and administrative staff totaled more than 800,000, and the nonprofessional staff of educational institutions exceeded 2.4 million. Thus, in the fall of 1985, approximately 63.3 million Americans were involved, directly or indirectly, in providing or receiving formal education. With the nation's population nearly 239 million, more than 1 of every 4 persons were participating in the educational process.

After 13 years of annual declines, beginning in 1972 and extending through 1984, it is believed that enrollment in public and private elementary and secondary schools showed a small increase in the fall of 1985. The increase occurred mainly at the preprimary–nursery school and kindergarten–level, where enrollment rose from about 3.7 million in 1984 to 3.8 million in 1985. Enrollments in grades 1 through 8 was down slightly, from 27.3 million to 27.2 million, as decreases in the upper elementary grades more than offset the gains in grades 1 through 3. A small increase, from 13,680,000 to 13,740,000 was apparent in grades 9 through 12.

School enrollment is significantly influenced by trends in the birth rate. Data from the National Center for Health Statistics, U.S. Public Health Service, show that the number of live births in the nation attained an alltime high of 4.3 million in 1961. They then declined sharply for more than a decade. From 1973 through 1976 the annual number of births was between 3.1 and 3.2 million, but the birth rate turned upward again in 1977. Subsequently, there have been annual increases (except in 1983) which have raised the number of children born from 3.3 million in 1977 to 3.7 million in 1984.

Last fall's increase in preprimary and early elementary school enrollment presages a new trend that will affect elementary and secondary schools for a number of years. Projections of the National Center for Education Statistics indicate that elementary school enrollment will continue to increase through the early 1990s. The new wave of pupils will then begin to have a positive effect upon enrollment at the secondary level. Annual increases in enrollment in grades 9 through 12 are expected for a number of years beginning in the early 1990s.

Enrollment in colleges and universities is being adversely affected by a continuing decline in the population 18 to 24 years of age. The number of persons in this age group peaked in 1981 and then began a decline that is expected to continue throughout the next decade. College enrollment in the fall of 1985 was estimated at 12,250,000, down less than 1 percent from the enrollment a year earlier. Only moderate decreases are projected in the number of college students between 1985 and the early 1990s. Recent trends indicate that enrollment will remain relatively high because of the increased participation of older students, parttime students, women, and some minority groups.

Nearly 2.5 million elementary and secondary school teachers were engaged in classroom instruction in the fall of 1985. This represents almost no change from the number of teachers employed a year earlier. Only minimal changes occurred at the elementary and secondary levels. The number of public school teachers in 1985 was about 2,125,000, and the number in private schools is estimated at 340,000. About 1,425,000 were teaching in elementary schools, while about 1,040,000 were employed at the sec-

Estimated Voluntary Support, by Source and Purpose (millions of dollars)

				Percent Change, 1984-1985		
	1979-80	1983-84	1984-85	v. 1983-84	v. 1979-80	v. 1979-80 adj. for HEPI
TOTAL VOLUNTARY SUPPORT	$3,800	$5,600	$6,320	+12.9	+ 66.3	+14.1
Sources						
Alumni/ae	$ 910	$1,305	$1,460	+11.9	+ 60.4	+ 9.9
Nonalumni/ae Individuals	847	1,316	1,416	+ 7.6	+ 67.2	+14.9
Business Corporations	696	1,271	1,574	+23.8	+126.1	+55.1
Foundations	903*	1,081	1,175	+ 8.7	+ 30.1	−10.8
Religious Organizations	155	190	208	+ 9.4	+ 34.2	− 7.7
Other	289	437	487	+11.4	+ 68.5	+15.7
Purposes						
Current Operations	$2,250	$3,405	$3,800	+11.6	+ 68.9	+15.9
Capital Purposes	1,550*	2,195	2,520	+14.8	+ 62.6	+11.7
Price Indices (1967 = 100)						
Consumer (CPI)	232.1	304.8	316.7	+ 3.9	+ 36.4	
Higher Education (HEPI)	238.3	325.4	347.3	+ 6.7	+ 45.7	

*Includes nonrecurring transfer of $105 million from the Emily and Ernest Woodruff Fund, Inc., to Emory University for unrestricted endowment.

Source: Council for Financial Aid to Education

ondary level.

Overall, the trend in most recent years has been for the number of public school teachers to remain relatively stable, while enrollment has been declining. The result has been a continuing improvement in the pupil-teacher ratio. In the fall of 1983 there were 18.5 pupils per teacher compared with 21.3 pupils per teacher 10 years earlier. Moreover, a study by the National Education Association indicates that many of the public school teachers in the 1980s have spent more years in preparing for a teaching career than those who taught in previous decades. Fewer than 1 percent of the teachers in 1981 did not have a bachelor's degree, compared with 15 percent in 1961. In 1981, about 50 percent of the teachers held a master's or higher degree, compared with 23.5 percent 20 years earlier.

The average annual salary of classroom teachers in public elementary and secondary schools rose about 7 percent last year, bringing their average salary in 1984-85 to about $23,500. A further increase to about $25,100 was anticipated for the 1985-86 school year. The average salary of the total professional instructional staff, including principals, supervisors, teachers and other personnel is somewhat larger; the estimates for 1984-85 and 1985-86 are $24,600 and $26,300, respectively. For several years salary increases have been somewhat higher than the rise in the cost of living as measured by the Bureau of Labor Statistics' Consumer Price Index. However, teachers' salaries, when related to the purchasing power of the dollar, are lower today than they were in the early 1970s.

The number of senior instructional staff members in colleges and universities is now holding at about 700,000. This figure includes fulltime and part-time faculty with the rank of instructor or above. It excludes graduate and teaching assistants. In the recent past the number of college faculty members has increased at a slightly faster rate than fulltime equivalent enrollment.

The average salary of fulltime instructional faculty in institutions of higher education has been increasing at an annual rate of about 7 percent recently. Increases of similar magnitude expected for 1984-85 and 1985-86 were expected to bring average salaries for those years to $31,100 and $33,300, respectively. These figures are based upon 9-month teaching contracts. They do not include income from teaching in summer school or from other paid employment.

The number of high school graduates in 1985-86 was expected to total about 2,600,000. About 2,340,000 of these young people will graduate from public high schools and about 260,000 from private schools. The trend in the number of high school graduates has been downward since the peak year of 1977, when 3,154,000 persons received diplomas.

The number of earned degrees to be conferred during the year 1985-86 was estimated as follows: bachelor's degrees, 945,000; master's degrees, 290,000; doctor's degrees, 33,000; and first-professional degrees, 74,000. The number of first-professional degrees was expected to be at or near an all-time high. The figures for bachelor's, master's and doctor's degrees are down slightly from the peaks attained in the years ending 1984, 1977 and 1973, respectively.

The Bureau of the Census has collected statistics over time on the educational attainment of the population in terms of school years completed. These data indicate that between 1960 and 1985 the proportion of the adult population 25 years of age and over with 4 years of high school or more rose from 41 percent to 74 percent; the percent with at least 4 years of college increased from 8 to 19 percent; and the median school years completed by persons in this age group rose from 10.5 years to 12.6 years.

Studies by the National Center for Education Statistics indicate that about three-fourths of the young people today can be expected to receive a regular high school diploma. About 47 percent of them (more than 62 percent of the high school graduates) can be expected to enroll at some time in a degree-credit program in a college or university. If present trends continue, 24 percent of the young people in their late teens today can be expected to earn a bachelor's degree; 7 percent, a master's degree; and nearly 1 percent, a doctorate.

Expenditures for public and private education from preprimary through graduate school totaled about $244.4 billion in 1984-85, and preliminary estimates indicate that they would reach $261.5 billion in 1985-86. The expenditures of elementary and secondary schools are expected to total about $159.3 billion this academic year, while institutions of higher education will spend about $102.2 billion. Public schools and colleges are expected to spend about $213.4 billion, while the outlays of privately controlled institutions can be expected to reach $48.1 billion. Viewed in another context, the total expenditures for education during 1985-86 were expected to amount to about 6.7 percent of the gross national product.

Large Gifts to Education (1985)

Arnold O. Beckman—
$40 million to *University of Illinois*

William A. Keck—
$40 million div. among 4 colleges *(Occidental College; Pomona College; Univ. of Southern Calif.; & Stanford Univ.)* and one religious inst.

Lucille P. Markey Charitable Trust—
$12.6 million (6 yrs.) to *Stanford University*
$12.5 million (5 yrs.) to *Creighton University*

Eleanor Ritchey—
$12 million to *Auburn University School of Veterinary Medicine*

George E. Hewitt—
$12 million to *University of California at Irvine*

Holland M. Ware—
$10 million to *Auburn University*

Mary Katharine Hughes Trigg and Charles Henry Trigg—
$10 million to *Southern Methodist University*

Leslie H. Wexner—
$10 million to *Ohio State University*

Duke Endowment—
$10 million to *Duke University*

Lucille P. Markey Charitable Trust—
$8.7 million (5 yrs.) to *Univ. of Chicago*

Carroll Donner—
$8 million to *Mills College*

Anonymous—
$8 million to *Board of Higher Education & Ministry of United Methodist Church (scholarships)*

Betsey Cushing Whitney—
$8 million to *Yale University*

Ella C. McFadden Charitable Trust—
$8 million to *Texas A&M University*

Ann Burnett and Charles D. Tandy Foundation—
$6 million to *Texas Christian University*

El Pomar Foundation—
$6 million to *Colorado College*

Trammell Crow—
$6 million to *Southern Methodist University*

Joan B. Kroc—
$6 million to *University of Notre Dame*

Gladys L. Cooper—
$5.7 million to *Point Loma Nazarene College*

Ivan Racheff—
$5.5 million to *University of Illinois*

The Olin Foundation—
$5.15 million to *Millsaps College*

Environmental Preservation Co.—
$5 million (land v/a) to *College of William and Mary*

Houston Endowment—
$5 million (5 yrs.) to *Univ. of Texas at Austin*

Robert E. Brennan—
$5 million to *St. Benedict's Preparatory School (NJ)*

Ira Kukin—
$5 million to *Harvard University*

Hewlett Packard Co.—
$5 million to *Harvard University*

Meshulam Riklis—
$5 million to *Rockefeller University*

Esther Boyer Griswold—
$5 million to *Temple University*

Eugene M. Lang—
$5 million to *New School for Social Research*

Hewlett Packard Co.—
$5 million to *University of Utah*

W.K. Kellogg Foundation—
$5 million to *Oklahoma State Regents for Higher Education*

Clarence Robinson—
$5 million to *George Mason University*

El Pomar Foundation—
$5 million to *Colorado College*

Anonymous—
$5 million to *Bard College*

Fred G. Smith—
$5 million to *Bloomsburg University*

Anonymous—
$5 million to *University of Kentucky*

Mrs. Joseph B. Hammond—
$5 million to *Hebrew Union College/Jewish Institute of Religion*

Walter H. and Phyllis Shorenstein—
$5 million to *Harvard University*

Lucy Moses—
$5 million to *Mt. Sinai School of Medicine of City Univ. of New York*

Anonymous—
$5 million to *Mt. Sinai School of Medicine of City Univ. of New York*

Charlotte Y. Martin—
$4.5 million to *Gonzaga University*

W.K. Kellogg Foundation—
$4.4 million to *Michigan State University (food systems project)*

W.K. Kellogg Foundation—
$4.2 million to *Michigan State University (health care)*

Filomen D'Agostino Greenberg—
$4 million to *New York University Law School*

IBM Corporation—
$4 million to *Columbia University (cash/equipment)*

W.K. Kellogg Foundation—
$4 million to *Industrial Technology Institute*

Allan K. Smith—
$4 million to *Trinity College (CT)*

W.K. Kellogg Foundation—
$3.9 million to *New England Center for Continuing Education*

Anonymous—
$3.6 million to *Huntington College (Ind.)*

Herbert H. and Grace A. Dow Foundation—
$3.5 million to *University of Michigan*

Anonymous—
$3.4 million to *University of California at Berkeley*

Hewlett Packard Foundation—
$3.3 million to *University of Pennsylvania*

Koret Foundation—
$3.2 million to *University of San Francisco*

Lucille P. Markey Charitable Trust—
$3.1 million to *University of Kentucky*

Emma Eccles Jones—
$3 million to *Utah State University*

Chevron Corporation—
$3 million to *University of Pittsburgh*

Dr. Louis Fox—
$3 million to *University of Miami*

Phyllis Beamer Berger—
$3 million to *Montana State University*

Hall Family Foundations—
$3 million to *University of Kansas*

NCR Corporation—
$3 million *(computer equipment)* to *University of Dayton*

Lucile and LeRoy Melcher—
$3 million to *University of Houston*

Kate I. Luckenbach—
$3 million to *Webb Institute of Naval Architecture*

Mr. & Mrs. Ralph W. Ketner—
$3 million to *Catawba College*

The Olin Foundation—
$2.95 million to *Bard College*

Andrew W. Mellon Foundation—
$2.9 million to the *College Board*

Mr. & Mrs. John H. Tucker, Jr.—
$2.75 million to *Washington and Lee University*

The Olin Foundation—
$2.35 million to *Babson College*

Anonymous—
$2.8 million to *Case Western Reserve University*

Pew Memorial Trust—
$2.7 million (2 yrs.) to *Yale University*

Dr. Arthur J. Schaible—
$2.7 million to *Elmhurst College*

Harris Graphics Corporation—
$2.7 million to *Rochester Institute of Technology*

Kelvin Smith—
$2.7 million to *Case Western Reserve University*

James S. McDonnell Foundation—
$2.5 million to *Princeton University*

Anonymous—
$2.5 million to *Lawrence University*

Lucille B. Markey Charitable Trust—
$2.5 million to *Rockefeller University*

Sid W. Goldin—
$2.5 million to *Georgia Institute of Technology*

AT&T—
$2.5 million *(computers)* to *Georgia Institute of Technology*

Herbert H. and Grace A. Dow Foundation—
$2.5 million to *Central Michigan University*

Annenberg/CPB Project—
$2.4 million to *Wellesley College and Yale University*

Frank J. Greenberg—
$2.3 million to *University of Chicago*

Ivan Racheff—
$2.3 million to *University of Tennessee*

AT&T Information Systems—
$2 million to *Johns Hopkins University*

Mr. & Mrs. W.A. Moncrief, Jr.—
$2 million to *Texas Christian University*

Oscar Byron—
$2 million to *Columbia University*

Ryda and Robert H. Levy—
$2 million to *Johns Hopkins University*

Henry H. Hoyt—
$2 million (stock) to *Princeton University*

James S. Noel—
$2 million *(book collection)* to *Louisiana State University*

Charles Stewart Mott Foundation—
$2 million to *University of Michigan*

IBM—
$2 million to *University of Arizona (equipment)*

IBM—
$2 million to *University of California (equipment)*

IBM—
$2 million to *Claremont Graduate School (equipment)*

IBM—
$2 million to *University of Georgia (equipment)*

IBM—
$2 million to *Georgia State University (equipment)*

IBM—
$2 million to *University of Illinois at Urbana-Champaign (equipment)*

IBM—
$2 million to *Indiana University (equipment)*

IBM—
$2 million to *Massachusetts Institute of Technology (equipment)*

IBM—
$2 million to *University of Minnesota (equipment)*

IBM—
$2 million to *University of Pennsylvania (equipment)*

IBM—
$2 million to *University of Pittsburgh (equipment)*

IBM—
$2 million to *University of Rochester (equipment)*

IBM—
$2 million to *University of Texas at Austin (equipment)*

General Motors Foundation—
$2 million to *University of Michigan*

Hewlett-Packard Co.—
$2 million to *Brigham Young University*

Ahmanson Foundation—
$2 million to *University of Southern Calif.*

Mrs. Frederick W. Fassett—
$2 million to *Berry College*

Roy and Christine Sturgis Charitable & Educational Trust—
$2 million to *University of Arkansas*

Glenmede Trust (Pew Memorial Trust)—
$2 million to *University of Pennsylvania*

Dr. & Mrs. W. A. Moncrief, Sr.—
$2 million to *Texas Christian University*

Robert J. and Sidonia Milano—
$2 million to *Eugene Lang College*

Linford B. and Julia Ingram Hazzard—
$2 million to *Agnes Scott College*

Adolph L. and Lillie Krause—
$1.9 million to *Texas Lutheran College*

Elsie Fisher—
$1.9 million to *Drew University*

Lucille P. Markey Charitable Trust—
$1.9 million to *Carnegie-Mellon University*

Mary E. Halsted—
$1.85 million to *School of the Art Institute of Chicago*

Mrs. Raymond T. Jackson—
$1.8 million to *Case Western Reserve University*

Marie J. Newberry—
$1.8 million to *University of Pennsylvania*

Edwin A. Ulrich—
$1.8 million to *Wichita State University*

Nola Treat
$1.8 million to *Milliken University*

Paul Beer—
$1.78 million to *Rensselaer Polytechnic Institute*

James Irvine Foundation—
$1.7 million to *University of Southern California*

Mr. & Mrs. Herbert Boeckmann, II—
$1.7 million (library material v/a) to *University of Southern California*

38 alumni—
$1.7 million to *Yale University*

Anheuser-Busch Charitable Trust—
$1.66 million to *St. Louis University*

IBM Corporation—
$1.6 million (equipment) to *Pennsylvania State University*

Charles A. Gannon Charitable Trusts—
$1.6 million to *Wingate College*

Parry Foundation—
$1.6 million to *University of Oklahoma*

W. K. Kellogg Foundation—
$1.6 million to *Texas Tech University*

Mr. & Mrs. Adolph Schnurmacher—
$1.5 million to *State Univ. of New York/College of Optometry*

Pew Memorial Trust—
$1.5 million to *University of Pennsylvania*

Dow Chemical Co.—
$1.5 million to *University of Michigan*

May Department Stores—
$1.5 million to *Washington University*

Xanaro Technologies, Inc.—
$1.5 million to *University of Nevada at Las Vegas*

Digital Equipment Co.—
$1.5 million to *San Jose State University*

Lou Proano—
$1.5 million to *University of Illinois*

Miriam B. Rutman—
$1.5 million to *Brown University*

Harley Hotchkiss—
$1.5 million to *Michigan State University*

William Boyd Family—
$1.5 million to *University of Nevada at Las Vegas*

Chiles Foundation—
$1.5 million to *University of Oregon*

Pew Memorial Trust—
$1.5 million to *Harvard University*

Families of Enoch Goodman, James F. Hurley, III and Adrian Shuford—
$1.5 million to *Catawba College*

Steinhard Foundation—
$1.5 million to *Hastings College*

Hospital Corporation of America—
$1.5 million (property) to *University of Tennessee at Chattanooga*

G. E. Karlen—
$1.5 million to *University of Puget Sound*

Pew Memorial Trust—
$1.5 million to *Yale University*

Henry J. Kaiser Family Foundation—
$1.5 million to *University of Southern California*

Brown Foundation—
$1.375 million to *Southwestern University*

Taylor Instrument Div. of Combustion Engineering, Inc.—
$1.365 million (land v/a) to *Rochester Institute of Technology*

Kirkland & Ellis, Inc.—
$1.25 million to *University of Chicago*

IBM Corporation—
$1.25 million to *Princeton University*

G. Ware Travelstead—
$1.25 million to *Rensselaer Polytechnic Institute*

Westchester Artificial Kidney Center, Inc.—
$1.25 million to *New York Medical College*

Computervision Corporation—
$1.25 million (equipment v/a) to *Northeastern University*

Ira C. Rothgerber, Jr.—
$1.25 million to *University of Colorado*

Mr. & Mrs. Edmund M. Carpenter & Good Samaritan, Inc.—
$1.25 million to *Princeton University*

David Packard—
$1.25 million to *Santa Clara University*

Class of 1934—
$1.125 million to *Georgia Inst. of Technology*

Harold A. and Thelma Hostetler Schrock—
$1.14 million to *Goshen College*

El Pomar Foundation—
$1.06 million to *Colorado College (scholarships)*

Gerard B. Lambert Memorial Foundation—
$1.056 million to *Randolph-Macon College*

Giving to HEALTH AND HOSPITALS

	Amount (Billions)
1970	$3.44
1971	3.74
1972	3.94
1973	4.16
1974	4.19
1975	4.22
1976	4.79
1977	4.95
1978	5.38
1979	6.06
1980	6.67
1981	7.66
1982	8.41
1983	9.16
1984	10.30
1985	11.25

Americans contributed a total of $11.25 billion last year to the nation's hospitals and health agencies, an increase of 9.2 percent from the revised total of $10.30 billion they donated a year earlier.

The American Association of Fund-Raising Counsel reported that the contributions to the health category of philanthropy were boosted by increases in giving from corporations and foundations. Individual gifts also increased significantly, the association said.

During 1985, contributions to health organizations and hospitals constituted 14.1 percent of all philanthropy in the United States. That portion did not change from 1984.

Among all philanthropy in the nation, giving to health and hospitals ranked second–a traditional spot behind giving to religion. Until the mid-1970s, the health category of philanthropy had been the second largest gift-supported segment, but beginning in 1978 and during the four-year period until 1982, giving to the education community took second place among the various charitable segments.

Whether giving to education will outpace gifts to the health category in the future is at best speculative. History has shown both segments to be very close in the totals they receive, switching positions back and forth over the years.

The AAFRC said its estimates for giving to health groups and to hospitals is based on a number of surveys among key health agencies and hospitals made each year by the association, the National Health Council and the National Association for Hospital Development.

The study conducted among health agencies shows that in 1985 a control group of 26 of the nation's large health agencies received a total of $1.13 million in contributions, an increase of 7.6 percent from the $1.05 million the same organizations received a year earlier.

The largest of those agencies, the American Cancer Society, reported that it received $242.8 million in gifts during 1985, compared with $220.5 million in 1984. The 10.1 percent increase in giving to the ACS during 1985 was significantly higher than the 8.6 percent rise in gifts the agency received between 1983 and 1984, but it should be noted that the 1985 total was boosted by a rise of nearly $4 million in bequests.

The American Heart Association maintained its traditional spot as the second highest recipient of gifts among health agencies last year with a total of

$140.2 million in contributions, a gain of 9.5 percent from the $128.0 million the year before. The Heart Association, like the ACS, also saw a boost of more than $4 million in bequests in 1985.

Only two of the health agencies in the control group of the American Association of Fund-Raising Counsel study reported a decline in contributions last year. One of the decreases was less than $1 million and the other was a decrease of $3.5 million.

Increases in giving to the health category of philanthropy from the corporate community were made evident in a joint survey conducted by The Conference Board and the Council for Financial Aid to Education. That study showed the corporations responding gave a total of $399.9 million to the health category compared with $367.6 million a year earlier. But while the total dollars given increased by 8.8 percent, the percentage of all corporate contributions to the health category was getting smaller. The most recent data show 20.7 percent of all corporate gifts going to the health and hospitals category and that was down from the 28.7 percent a year before.

Change in General or Community Hospitals

	1980	1981	1982	1983	1984
Number of Hospitals*	5,830	5,813	5,801	5,783	5,759
Number of Beds (000)	988	1,003	1,012	1,018	1,017
Admissions (000)	36,143	36,438	36,379	36,152	35,177
Average Daily Census (000)	747	763	762	749	702
Outpatient Visits (000)	202,310	202,768	248,124	210,044	211,961
Average Length of Stay—Days	7.6	7.6	7.6	7.6	7.3
Occupancy Rates (%)	75.6	76.0	75.3	73.5	69.0
Total Expenses (million)	$76,851	$90,572	$104,876	$116,438	$123,336
Number of Personnel**	2,873,000	3,033,000	3,306,000	3,096,000	3,017,000
Payroll Expenditures (million)	$37,379	$44,042	$50,638	$55,525	$69,204
Expenses Per Inpatient Day	$245.12	$284.33	$327.37	$369.49	$411.10

* Excludes hospital units of institutions (prisons, college infirmaries, etc.)

** Adjusted for part-time personnel

Source: Hospital Statistics, 1985 Edition

Change in Voluntary Nonprofit Hospitals

	1980	1981	1982	1983	1984
Hospitals	3,339	3,356	3,354	3,363	3,366
Beds (000)	693	706	712	718	717
Admissions (000)	25,576	25,955	25,908	25,837	25,246
Average Daily Census (000)	542	555	554	544	512
Outpatient Visits (000)	142,864	143,953	176,838	151,444	153,928
Average Length of Stay—Days	7.7	7.8	7.8	7.7	7.4
Occupancy Rates (%)	78.2	78.5	77.8	75.8	71.4
Total Expenses (million)	$55,815	$66,288	$76,850	$85,675	$90,883
Number of Personnel	2,087,000	2,213,000	2,424,000	2,272,000	2,223,000
Payroll Expenditures (million)	$27,652	$32,785	$37,775	$41,554	$43,614
Expenses Per Inpatient Day	$245.67	$285.61	$330.40	$373.62	$415.23

Source: Hospital Statistics, 1985 Edition

Two years ago, the corporations gave 31.0 percent of all their gifts to health and hospitals.

Data on foundation giving to health and hospitals show that foundations made a total of 5,910 grants of $5,000 and more–up nearly 600 from the year earlier. As a portion of total large grants, that represented 17.4 percent, a little more than the 16.6 percent the year before.

The foundation gifts were valued at $388.7 million, or 23.6 percent of the total value of all large foundation grants, compared with 21.7 percent the year before.

So, foundations may be doing the opposite of corporations–giving a larger portion to health and hospitals, while corporations seem to be giving less of their total philanthropic budgets to health and more to other categories.

The greatest single share of the large foundation giving went to the medical care and treatment category–$129 million, or 7.6 percent. Medical research received $91.4 million, or 5.5 percent of all the grants, and medical education received $57.5 million, or 3.5 percent.

The National Health Council reported an increase in contributions received by its health agency members. The Council said its most recent data show that 21 of the country's largest health agencies received $966,873 in public support, up from a year earlier. Total support and revenue jumped to $1.7 million for the 21 agencies, from $1.5 million the year before–a gain of 13.3 percent.

The agencies spent the lion's share of their income–$1.3 million–on the delivery of patient care and services. Totally, they reported expenses of $1.5 million, an increase of 7.1 percent from the $1.4 million the year before.

The National Association for Hospital Development reported that its members raised a total of $1.28 billion in 1985, an increase of 25 percent from the $1.02 billion giving a year earlier. The NAHD total represented only cash gifts received; in addition, the association said its members had secured $361 million in pledges and $176 million in planned gifts.

NAHD said that while the average raised by each hospital was $1.07 million, that figure was distorted by the performance of the top 10 percent of the institutions; if broken down by percentile, half of its members each raised between $160,000 and $880,000.

The same middle half of the institutions also raised between $27,000 and $575,000 each in pledges, and between $32,000 and $408,000 in planned gifts. Direct mail remains an important source of fund-raising, behind major and planned giving, the association said.

Most of the giving reported by NAHD members came from individuals. In 1985, individual donations totaled $540 million; the year before it was $475 million. That represented a gain of 13.7 percent.

Corporations and corporate foundations gave $210 million in 1985, up from $180 million the year before, a gain of 16.7 percent.

And foundations gave a total of $196 million; a jump of 17.4 percent from the $167 million in 1984.

The increase in foundation giving to the hospitals paralleled the increase in foundation gifts to the overall health and hospitals category of philanthropy.

Other sources of gifts reported by NAHD were employees (including trustees and physicians), who gave $152 million in 1985, and auxiliaries

National health expenditures, by type of expenditure and source of funds: Calendar years 1982-1984

Amount in billions

Type of Expenditure	All sources of funds	Private						All Public Funds		
		All private funds	Consumer			Other[1]				
			Total	Direct	Insurance			Total	Federal	State and local
1984 National health expenditures	$387.4	$227.1	$215.9	$95.4	$120.5	$11.2		$160.3	$111.9	$48.3
Health services and supplies	371.6	220.3	215.9	95.4	120.5	4.4		151.2	105.4	45.9
Personal health care	341.8	206.5	202.5	95.4	107.2	3.9		135.4	101.1	34.3
Hospital care	157.9	73.5	71.9	13.7	58.2	1.6		84.3	65.6	18.7
Physicians' services	75.4	54.5	54.4	21.0	33.5	[3]		20.9	16.9	4.0
Dentists' services	25.1	24.5	24.5	16.3	8.3	---		.5	.3	.3
Other professional services	8.8	6.0	5.9	3.5	2.4	.1		2.8	2.2	.6
Drugs and medical sundries	25.8	23.5	23.5	19.7	3.8	---		2.4	1.2	1.2
Eyeglasses and appliances	7.4	6.3	6.3	5.5	.8	---		1.2	1.1	.1
Nursing home care	32.0	16.3	16.1	15.8	.3	.2		15.7	8.8	6.9
Other personal health care	9.4	2.0	---	---	---	2.0		7.5	5.1	2.4
Program administration and net cost of health insurance	19.1	13.9	13.4	---	13.4	.5		5.2	2.9	2.3
Government public health activities	10.7	---	---	---	---	---		10.7	1.4	9.3
Research and construction of medical facilities	15.8	6.7	---	---	---	6.7		9.0	6.6	2.5
Noncommercial research[2]	6.8	.4	---	---	---	.4		6.4	5.8	.6
Construction	9.0	6.4	---	---	---	6.4		2.6	.7	1.9
1983 National health expenditures	355.1	207.0	196.0	86.4	109.7	11.0		148.1	102.7	45.4
Health services and supplies	339.8	200.2	196.0	86.4	109.7	4.2		139.6	96.8	42.8
Personal health care	315.2	190.4	186.7	86.4	100.3	3.7		124.8	92.9	31.9
Hospital care	148.8	71.0	69.4	12.8	56.6	1.6		77.8	60.6	17.2
Physicians' services	68.4	49.1	49.1	18.9	30.1	[3]		19.3	15.6	3.8
Dentists' services	21.8	21.2	21.2	13.9	7.3	---		.6	.3	.3
Other professional services	8.0	5.6	5.6	3.6	2.0	.1		2.4	1.8	.5
Drugs and medical sundries	23.6	21.5	21.5	18.2	3.3	---		2.1	1.1	1.1
Eyeglasses and appliances	6.5	5.5	5.5	4.8	.7	---		1.0	.9	.1
Nursing home care	29.4	14.6	14.4	14.2	.2	.2		14.8	8.1	6.7
Other personal health care	8.6	1.8	---	---	---	1.8		6.7	4.5	2.2

Program administration and net cost of health insurance	14.5	9.8	9.4	---	9.4	.5	4.7	2.7	2.0
Government public health activities	10.1	---	---	---	---	---	10.1	1.3	8.8
Research and construction of medical facilities	15.3	6.8	---	---	---	6.8	8.5	5.9	2.6
Noncommercial research[2]	6.2	.4	---	---	---	.4	5.8	5.2	.6
Construction	9.1	6.5	---	---	---	6.5	2.7	.7	2.0
1982 National health expenditures	$321.2	$186.1	$176.2	$77.2	$99.0	$9.9	$135.1	$93.2	$41.9
Health services and supplies	307.0	180.0	176.2	77.2	99.0	3.8	127.0	87.6	39.4
Personal health care	284.9	171.5	168.2	77.2	91.0	3.4	113.4	83.9	29.5
Hospital care	134.7	63.5	62.1	10.3	51.8	1.4	71.2	55.4	15.8
Physicians' services	61.8	44.8	44.8	17.7	27.1	[3]	16.9	13.4	3.6
Dentists' services	19.5	18.9	18.9	12.4	6.5	---	.6	.3	.3
Other professional services	7.1	5.1	5.0	3.3	1.8	.1	2.0	1.5	.5
Drugs and medical sundries	21.8	19.9	19.9	16.9	2.9	---	2.0	1.0	1.0
Eyeglasses and appliances	5.6	4.7	4.7	4.2	.6	---	.8	.7	.1
Nursing home care	26.9	12.9	12.7	12.4	.3	.2	14.0	7.7	6.4
Other personal health care	7.6	1.7	---	---	---	1.7	5.9	4.0	1.9
Program administration and net cost of health insurance	12.8	8.4	8.0	---	8.0	.4	4.3	2.4	1.9
Government public health activities	9.3	---	---	---	---	---	9.3	1.2	8.1
Research and construction of medical facilities	14.2	6.1	---	---	---	6.1	8.1	5.6	2.5
Noncommercial research[2]	5.9	.3	---	---	---	.3	5.5	5.0	.6
Construction	8.3	5.8	---	---	---	5.8	2.5	.6	1.9

[1] Spending by philanthropic organizations, industrial inplant health services, and privately financed construction.

[2] Research and development expenditures of drug companies and other manufacturers and providers of medical equipment and supplies are excluded from "research expenditures," but they are included in the expenditure class in which the product falls.

[3] Less than $50 million.

SOURCE: Health Care Financing Administration, Office of the Actuary.

and volunteers, who donated $101 million. Other charitable organizations gave a total of $52 million.

The NAHD said the largest obstacle that development officers faced was inadequate involvement in fund-raising by their board members and administrators, followed by inadequate computer systems that would make their functions more efficient. Other problems were dealing with the public's fear of escalating medical costs and a poor understanding of fund-raising by administrators.

The NAHD said that nearly 60 percent of development officers worry that their staffs are too small. The association said that last year's survey among its members showed a direct link between a larger staff and better fund-raising results.

About 40 percent of the hospital members worry that their budgets are too small, and surprisingly, the least amount of concern among the development directors was donors' fears that their gifts would no longer be tax deductible.

Of the 6,125 hospitals in the United States, 5,759 are community hospitals, a drop of 24 from a year ago, data from the American Hospital Association show. But while the number of hospitals has shown a loss of more than 100 over the past 10 years, the number of hospital beds has gained by 9.8 percent in the same period, from 926,000 to 1,017,000. The increase in beds reflects an increase in the number of beds per hospital–going from an average of 158 beds a decade ago to 177 beds in 1984, or a gain of 12 percent.

Admissions rose 7 percent in the same period, to 35,155,000 in 1984, although that was down by 2.8 percent on an annual basis from 1983.

National Health Agencies

Agency
American Cancer Society, Inc.
American Heart Association
March of Dimes Birth Defects Foundation
Muscular Dystrophy Association
National Easter Seal Society
American Lung Association
Planned Parenthood Federation of Ameri
ALSAC St. Jude Children's Research Hos
The Arthritis Foundation
National Multiple Sclerosis Society
United Cerebral Palsy Association
American Diabetes Association, Inc.
National Mental Health Association
National Association for Retarded Citizen
Leukemia Society of America, Inc.
Cystic Fibrosis Foundation
Juvenile Diabetes Foundation
National Kidney Foundation
Epilepsy Foundation of America
National Society to Prevent Blindness
American Foundation for the Blind, Inc.
Recording for the Blind, Inc.
National Foundation for Ileitis & Colitis, I
Damon Runyon-Walter Winchell Cancer
National Council on Alcoholism
National Hemophilia Foundation
Totals ....

*Estimated
+Revised

The average daily census in the hospitals also dropped from 1983 to 1984, and the average length of stay in days fell by 4 percent, from 7.6 to 7.3 days.

The number of large hospitals, with 400 or more beds, increased by 18.8 percent, from 506 to 601 over the last decade, and the number of medium-sized hospitals also rose, from 2,381 to 2,548.

Community hospital expenditures totaled $123.3 billion, a rise of 6 percent from the year before, but the rate of increase was 45.5 percent less than a year earlier.

The labor component of expenses

BES

1985 Total Contributions	1985 Contributions	1985 Bequests	1984 Total Contributions
$ 242,844,182	$185,477,642	$ 57,366,540	$ 220,528,168
140,170,444	103,395,805	36,774,639	128,018,841
101,427,000	97,716,000	3,711,000	91,976,000
90,500,000*	87,300,000*	3,200,000*	81,555,116 +
81,000,000*	69,959,504*	8,534,690*	78,494,194 +
75,993,925	72,229,933	3,763,992	72,773,927
53,000,000	51,000,000	2,000,000	46,827,259 +
49,073,992	44,570,050	4,503,942	48,512,411
40,700,000	29,400,000	11,300,000	36,166,933 +
40,630,881	38,585,199	2,045,682	37,480,275 +
38,458,103*	37,370,190*	1,087,190*	34,758,250 +
31,501,672	29,215,061	2,286,611	30,808,984
30,774,795*	29,558,256*	1,216,539*	29,734,102 +
25,300,000*	24,800,000*	500,000*	29,020,500*
20,983,066	19,983,169	999,897*	20,172,399
20,900,731	20,731,885	168,846	18,181,221
10,476,874	10,476,874	none	8,503,666
8,838,174	8,654,672	183,502	8,450,000
7,509,671	7,370,427	139,244	6,793,543
6,948,980	4,815,145	2,133,835	6,576,315
6,472,711	2,016,210	4,456,501	5,892,700
4,829,892	4,329,378	500,514	4,316,927
3,582,887	3,497,673	85,214	2,800,154
1,565,496	145,662	1,419,834	2,352,315
529,690	529,690	none	530,444 +
527,506	512,506	15,000*	355,604
$1,134,540,672	**$983,640,931**	**$148,393,212**	**$1,051,580,238**

increased by 5.3 percent and the nonlabor component rose by 7.9 percent for the two-year period.

Changes in expenditures varied, according to the size of the hospitals. Larger hospitals had less of an increase than those considered to be moderate in size, and this reflected the greater utilization of the medium-sized institutions.

Large Gifts to Health & Hospitals (1985)

PPG Corporation—
$120 million (15 yrs.) to *Scripps Research Clinic*

Laurence S. Rockefeller—
$36.2 million to *Memorial Sloan-Kettering Cancer Center (NYC)*

Earl S. Tupper—
$10 million to *New England Medical Center*

William S. and Mildred D. Lasdon—
$7.5 million to *New York Hospital–Cornell Medical Center*

Pew Memorial Trust—
$5.6 million to *Health Care for the Homeless*

W.K. Kellogg Foundation—
$1.95 million to *National Center for Health Education*

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Personal health care expenditures, by selected source of funds and type of expenditure: Calendar years 1982-84

Amount in billions

		Personal Heath Care							
Source of Payment	Personal care	Hospital care	Physicians' services	Dentists' services	Other Professional services	Drugs and sundries	Eyeglasses and appliances	Nursing home care	Other personal care
1984 Personal health care expenditures	$341.8	$157.9	$75.4	$25.1	$8.8	$25.8	$7.4	$32.0	$9.4
Direct Payments	95.4	13.7	21.0	16.3	3.5	19.7	5.5	15.8	—
Third-Party Payments	246.5	144.2	54.4	8.8	5.3	6.1	2.0	16.2	9.4
Private health insurance	107.2	58.2	33.5	8.3	2.4	3.8	.8	.3	—
Philanthropy and industrial inplant	3.9	1.6	.0	—	.1	—	—	.2	2.0
Government	135.4	84.3	20.9	.5	2.8	2.4	1.2	15.7	7.5
Federal	101.1	65.6	16.9	.3	2.2	1.2	1.1	8.8	5.1
Medicare[1]	63.1	44.4	14.6	—	1.7	—	1.0	.6	.9
Medicaid[2]	19.7	7.4	1.7	.2	.5	1.2	—	7.5	1.2
Other	18.3	13.8	.7	.0	.1	.1	.1	.7	3,0
State and local	34.3	18.7	4.0	.3	.6	1.2	.1	6.9	2.4
Medicaid[2]	17.0	6.7	1.4	.2	.4	.9	—	6.4	1.1
Other	17.3	12.1	2.6	.0	.2	.3	.1	.6	1.3
1983 Personal health care expenditures	$315.2	$148.8	$68.4	$21.8	$8.0	$23.6	$6.5	$29.4	$8.6
Direct Payments	86.4	12.8	18.9	13.9	3.6	18.2	4.8	14.2	—
Third-Party Payments	228.8	136.1	49.5	7.9	4.5	5.4	1.7	15.2	8.6
Private health insurance	100.3	56.6	30.1	7.3	2.0	3.3	.7	.2	—
Philanthropy and industrial inplant	3.7	1.6	.0	—	.1	—	—	.2	1.8
Government	124.8	77.8	19.3	.6	2.4	2.1	1.0	14.8	6.7
Federal	92.9	60.6	15.6	.3	1.8	1.1	.9	8.1	4.5
Medicare[1]	57.4	40.5	13.4	—	1.4	—	.8	.5	.8
Medicaid[2]	18.3	6.9	1.6	.3	.4	1.0	—	7.0	1.0
Other	17.2	13.1	.6	.0	.1	.1	.1	.5	2.7
State and local	31.9	17.2	3.8	.3	.5	1.1	.1	6.7	2.2
Medicaid[2]	15.7	6.0	1.3	.2	.3	.9	—	6.0	1.0

1982 Personal health care expenditures	$284.9	$134.7	$61.8	$19.5	$7.1	$21.8	$5.6	$26.9	$7.6
Direct Payments	77.2	10.3	17.7	12.4	3.3	16.9	4.2	12.4	—
Third-Party Payments	207.7	124.4	44.1	7.1	3.8	4.9	1.4	14.5	7.6
Private health insurance	91.0	51.8	27.1	6.5	1.8	2.9	.6	.3	—
Philanthropy and industrial inplant	3.4	1.4	.0	—	.1	—	—	.2	1.7
Government	113.4	71.2	16.9	.6	2.0	2.0	.8	14.0	5.9
Federal	83.9	55.4	13.4	.3	1.5	1.0	.7	7.7	4.0
Medicare[1]	51.1	36.8	11.4	—	1.1	—	.6	.5	.7
Medicaid[2]	17.0	6.4	1.5	.3	.4	.9	—	6.7	.9
Other	15.9	12.2	.5	.0	.1	.0	.1	.5	2.5
State and local	29.5	15.8	3.6	.3	.5	1.0	.1	6.4	1.9
Medicaid[2]	14.3	5.4	1.3	.2	.3	.8	—	5.6	.7
Other	15.2	10.4	2.3	.1	.2	.2	.1	.7	1.2

[1] Total expenditures are from trust funds for benefits. Trust fund income includes premium payments paid by or on behalf of enrollees.

[2] Includes funds paid into Medicare trust funds by States under "buy-in" agreements to cover premiums for public assistance recipients and for persons who are medically indigent.

NOTE: Amounts shown as ".0" reflect expenditures of less than $50 million.

SOURCE: Health Care Financing Administration, Office of the Actuary.

Pew Memorial Trust—
$1.6 million to *"Living At Home" health program*

Ella C. McFadden Charitable Trust—
$1.5 million to *Huguley (TX) Memorial Hospital*

W.K. Kellogg Foundation—
$1.4 million to *Lutheran Hospitals & Homes Society*

Anonymous—
$1 million to *West Virginia Univ. Foundation (for new hospital at the Medical Center)*

Hugh I. Shott, Jr. Foundation—
$1 million to *West Virginia University Foundation (School of Medicine)*

Mrs. Charles W. Younts—
$1 million to *University of Virginia (for the new hospital)*

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Giving to SOCIAL SERVICES

	Amount (Billions)
1970	$2.92
1971	3.01
1972	3.16
1973	3.07
1974	3.02
1975	2.94
1976	3.02
1977	3.57
1978	3.87
1979	4.48
1980	4.91
1981	5.62
1982	6.33
1983	6.89
1984	7.88
1985	8.56

Giving to the nation's social service agencies climbed to $8.56 billion in 1985.

The new total meant that Americans gave 8.6 percent more last year to help the nation meet its human service needs than the revised total of $7.88 billion they gave to this category in 1984. Virtually one quarter of last year's contributions came from an estimated $2.33 billion given to United Ways.

As a portion of all philanthropy in the United States, giving to social services accounted for 10.7 percent.

The total does not include support provided for social service needs by religious organizations, generally believed to amount to billions of dollars annually.

A Council on Foundation study report, issued early last year and covering 1983, indicated that religious organizations are indeed heavy funders of human services. The survey estimated that total religious giving might be as high as $8.5 billion annually, and that most of these funds are used to support human services throughout the nation. However, due to the low response rate of the study, the only firm conclusion reached was that a total of $1.03 billion was given to such causes by the organizations that responded.

The American Association of Fund-Raising Counsel reported that giving to social services by corporations increased last year, in addition to the contributions to United Ways, which are essentially individual gifts. Foundation support declined, however.

Corporations participating in a study undertaken jointly by The Conference Board and the Council for Financial Aid to Education reported that they donated $399.9 million to organizations providing health and human services in 1984. The year-earlier figure was $367.6 million and in 1982, $397.3 million. While corporate contributions to health and human services rose by $32.3 million between 1983 and 1984, and while fewer companies (415) participated in the latest survey than in the two previous years (471 and 534 companies, respectively), the proportion of corporate support to this category showed a slight drop in 1984. Social services contributions represented 27.7 percent of all corporate giving in the most recent study period, compared with 28.7 percent in 1983 and 31.0 percent in 1982.

Data from The Foundation Center showed that foundations gave $109.8 million to the general welfare category in 1984, which was $5 million less than in 1983. However, the latest-year contributions to this category represented 6.7 percent of total foundation giving to a variety of activities the Center classifies as welfare, a slightly better result than in the two preceding years. The number of grants to the general welfare category climbed steadily from 1982 to 1984, from 3,019 to 3,317 to 3,682, respectively.

Foundation giving to direct service agencies increased in both actual dollars and as a portion of all grant dollars reported in the latest two years studied. For example, direct services agencies in 1984 received $353.7 million, or 21.5 percent of all grant dollars reported, compared with $276.5 million, or 18.5 percent, reported in 1982.

In 1985 and on into 1986, social service agencies and all other gift-supported organizations and institutions were closely monitoring government moves that could have a significant impact on charitable giving in the nation. Their concern was not only over ongoing federal cutbacks in spending for domestic programs, but also over efforts by the President and Congress to revise the tax code, and the impact the Gramm-Rudman Act may have on nonprofit organizations.

At stake in the tax overhaul plan are such critical matters as the Charitable Contributions Law, which is due to expire on December 31, 1986. The law permitted nonitemizers of income tax returns to deduct half of their charitable gifts in tax year 1985 and will allow all such gifts to be deducted in 1986. Congressional action is needed to make the law permanent. Also at risk is whether gifts of appreciated property would be treated differently if the tax code were changed.

The newly enacted Gramm-Rudman Act mandates severe across-the-board cuts in federal spending unless Congress and the President can agree on reaching lower expenditure levels, year by year, until the federal budget deficit is zero by 1991.

The $2.3 billion raised collectively by America's 2,200 local United Ways last year was 10 percent higher than the $2.1 billion raised in 1984.

United Way of America, the national service association for local United Ways, reported that giving to United Way has risen dramatically over the last 15 years with the past three years providing impressive gains. During that three-year period, United Ways raised more than half a billion new dollars, for a total of more than $6 billion.

Of significance is that the $2.3 billion was raised in a year when the inflation rate was 3.7 percent. In fact, 1983, 1984 and 1985 represented the largest back-to-back net increase United Ways experienced in more than 25 years.

Dramatic accomplishments occurred in towns that have been fighting uphill economic battles. In Detroit, where the automobile industry is on the upswing, United Way recorded more than a 10 percent increase to well over $56 million. Philadelphia raised $48.5 million, its second highest ever and a 10.3 percent increase over 1984. In Medina, Ohio, giving to the United Way rose 30.2 percent. And despite high unemployment and economic uncertainty, Denver showed a 10 percent increase, raising $25.1 million.

Other communities, of course, were less affected by economic problems. In Washington, D.C., the National Capital Area campaign showed an 11.7 percent increase, raising $48.6 million. The Washington campaign is now the fifth largest in the country.

Strong volunteer leadership and local economic growth were credited for a 21 percent increase in Phoenix. Backing from organized labor made the difference in the Toledo United Way campaign. Union rank and file, many of whom were walking an economic tightrope, gave 15 to 30 percent more than last year. The impact of United Way extends beyond its fund-raising efforts. Community problem solving, joining together of resources for greater efficiency and effectiveness and expanding relationships with health and human care agencies are all part of the organization's activities.

Cooperative Agreements

In an effort to operate more efficiently and effectively, many United Ways have developed agreements for areawide arrangements with surrounding communities. These joint ventures allow United Ways to share financial and human resources. Volunteer and staff expertise in large communities can aid smaller communities. Programs operating cooperatively benefit more people. As a result community services are improved.

Cooperation between United Ways and major health organizations also continued in 1985. Agreements between local United Ways and chapters of the American Cancer Society now total 122. In areas where there are cooperative agreements between United Way and the American Cancer Society (ACS), nearly two million people are reached with quality cancer education programs.

Joint ventures with other health agencies have also expanded. United Ways, currently, have cooperative agreements in local communities with the American Diabetes, American Heart Association, Arthritis Foundation, Easter Seal Society, Epilepsy Foundation, Multiple Sclerosis, National Association for Sickle Cell, National Kidney Foundation and United Cerebral Palsy. These kinds of cooperative efforts help expand agency services and increase agency resources (as in joint fund-raising with the ACS).

Management and Technical Assistance

United Way of America also seeks to ensure that its membership keeps pace with changing business and management techniques. Through its Management and Community Studies Institute (MACSI), United Way assists local United Ways in developing long-range plans, managing their finances, performing needs assessments, providing training tools and raising funds. MACSI consultants have strengthened many United Ways to make them a more effective force for community change.

Another source of management and technical assistance is offered through the Management Assistance Programs (MAP). A growing number of United Ways are offering special management assistance programs for local charities. With the help of volunteers from local corporations, the programs are designed to teach agencies basic management skills. MAP volunteers–often top corporate leadership –have provided consultations that reviewed financial management practices and taught marketing research techniques.

For each of the 2,200 independent and locally autonomous United Ways, the decision of how to distribute United Way funds so that they best meet community needs rests with local volunteers representing every sector of the community. Together, they review and prioritize the needs of their community and determine what kind of programs and services will meet these needs. This is done to assure donors that contributions are being used responsively.

Gifts In Kind

Gifts In Kind, Inc. was initiated by United Way in 1983. A separate 501(c)(3) organization, Gifts In Kind provides a service corporations can use to make effective in-kind product donations. Gifts In Kind provides companies a comprehensive overview of the need for its resources within the nonprofit community, a central point for collection of tax documentation and an independent vehicle for publicly announcing the donation.

Highlights of this program include the following:

- Electrolux Corporation, a Sara Lee Corporation company, donated 30,000 vacuum cleaners to thousands of health and human service organizations. The donation saved the social service community more than $11 million.
- 3M Company made two separate donations of office equipment valued at over $10 million. Recipients included organizations serving primarily women and other social service providers.
- 200 health and human care organizations received a donation from Apple Computer, Inc. of hardware and software which enables them to share information electronically. Through this special partnership with Apple, Gifts In Kind provides training and technical assistance to the recipients.
- Over 80 communities received a donation from one of Sara Lee Corporation's companies including Aris Isotoner, Direct Marketing Division, Hanes Printables, and L'eggs Products, Inc. In many cases the gifts were directed to victims of natural disasters such as hurricane, floods and tornadoes.
- Best Products Co., Inc. contributed clothing and domestic goods to agencies within a special corporate concern area, services for battered and abused women as well as for abused and neglected children and the homeless. Over 65 communities received a donation from Best.

Community Needs Assessment

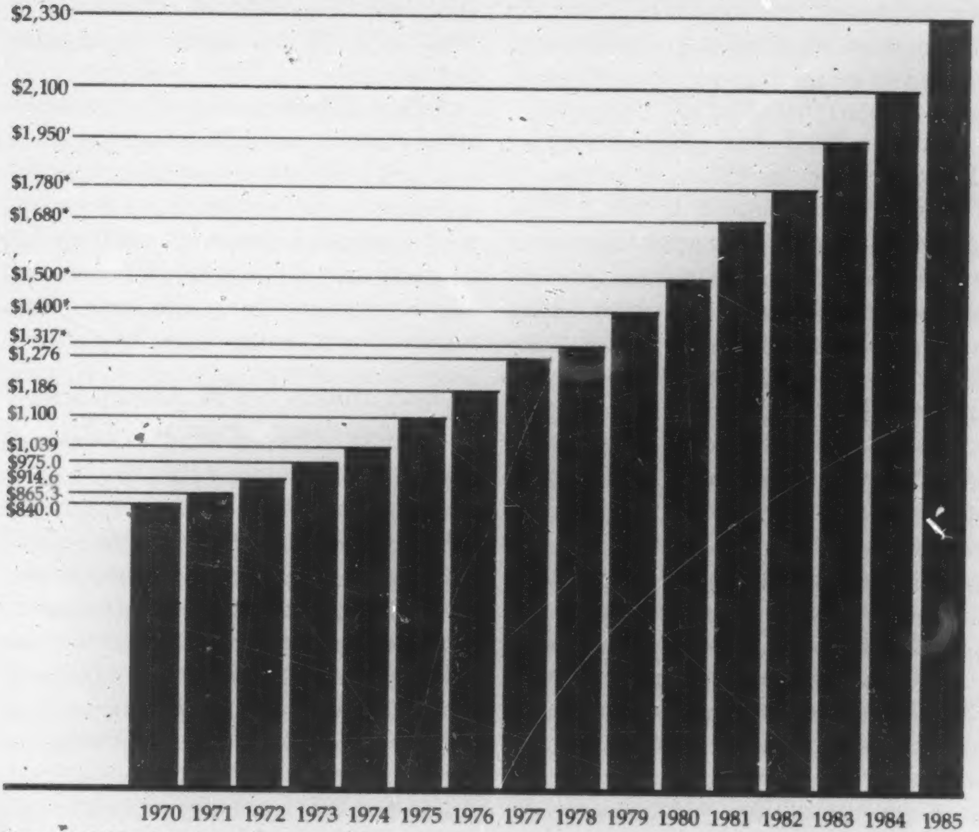
In 1984, United Way of America conducted a study with The Urban Institute of the needs-assessment practices of United Ways. The survey results showed local organizations seeking sophisticated needs-assessment materials. Subsequently, the United Way approached the Gannett Foundation of Rochester, New York with a proposal to develop a needs-assessment kit for local communities.

United Way, with the support of the Gannett Foundation, has initiated a five-city pilot project to develop, test and distribute a kit to help communities assess their major human service needs.

The pilot cities for the $450,000 project, funded by a $270,000 grant from the Gannett Foundation and $180,000 of in-kind support from the United Way, are Jackson, Miss.; Phoenix; Port Huron, Mich., Rochester and Wilmington, Del.

According to United Way officials, the project will design a comprehensive method by which a community of any size can conduct a cost-effective assessment of its health and human care needs. At the same time, the pro-

Record of United Way Campaigns in the U.S. and Canada (in millions)



Source: *United Way of America*
*U.S. only
†Preliminary

ject will develop techniques for obtaining community support and funding to address identified needs.

The final "product" of the project, a needs-assessment kit, will include a guidebook on conducting an assessment, an orientation book for key policy makers, surveying systems with software and a user's manual, a guidebook for creating a socio-economic analysis and a training system for kit users. The final kit will be available in July, 1987 through United Way's Community Problem Solving Division.

At the Workplace

United Way's National Corporate Development Program (NCD), now in its 10th year, assists more than 300 major national corporations in providing effective support of local United Ways, health and social services. The 12.9 million individuals employed by these firms represent 55 percent of the Fortune 500 and 500 Service workforce. Working closely with volunteers and staff from United Way of

America, NCD companies undertake to strengthen involvement and understanding of United Way among their employees, especially in branch locations.

Workplace presence is a year-round effort to expand local United Way's relationship with employees and their organizations. This effort goes beyond the annual fund-raising campaigns. It is designed to answer employees' questions about United Way and to help understand how to access local human care agencies.

United Way of America's Workplace Presence Institute provides direct consultation to nearly 300 local United Ways. Ongoing support to local United Ways is provided through on-site consultation, development of training materials, workshops and a variety of state, regional and national meetings.

Government Relations

Government regulations is an important area for United Way activities, on both the federal and state levels.

United Way continues to work with other voluntary organizations to gain Congressional approval for tax reforms that would allow all taxpayers to deduct their charitable contributions whether they itemize or take standard deductions (nonitemizers).

United Ways strongly supported legislation, which was part of the 1981 Economic Recovery Tax Act, permitting nonitemizers to deduct charitable contributions on their individual federal tax returns. Prior to passage of that legislation, only itemizers could take a deduction for charitable contributions. While the nonitemizer charitable deduction is scheduled to expire after 1986, a tax reform bill (HR 3838) making the nonitemizer deduction permanent was passed by the House of Representatives in December 1985.

The Senate began deliberations for revising the tax code in March, 1986. Maintaining the nonitemizer charitable deduction is a legislative priority of United Way of America and United Ways across the country.

New Technology

Technology has played and will continue to play an important role for United Way. With the use of technology, United Ways have increased their ability to do business and handle masses of data, communicate with each other, focus on community needs, and provide information for key community decision makers more efficiently and effectively.

For example, with the support of Exxon Corporation, IBM Corporation and the U.S. Department of Health and Human Services, United Way has developed and linked appropriate data collection electronically, using a network of microcomputers. This program is called Project Flagship.

Project Flagship is designed to collect and record planning data from a network of 1,600 nonprofit organizations. This information will help United Ways in Project Flagship cities monitor changes in the voluntary human service system, particularly as they relate to the changes in funding sources. The data will also help them determine what affect those changes have on local human service and the people they serve. Cities currently participating in the Project Flagship program are Atlanta, Baltimore, Buffalo, Chattanooga, Cleveland, Columbus, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, Providence, Raleigh, Sacramento, San Antonio, San Francisco, South Bend and St. Paul.

Another innovative effort by United Way is the Human Care Network. Through the support of Mutual of America, a national telecommunications network was created and linked with a state-of-the-arts mainframe computer at United Way headquarters in Alexandria, Virginia. The Human Care Network enables United Ways to send and receive communications to others in the network, have instant access to a national database and perform statistical analysis, and obtain information on national issues such as aging, child care, the homeless.

Giving to
ARTS & HUMANITIES

	Amount (Billions)
1970	$ .663
1971	1.01
1972	1.10
1973	1.26
1974	1.20
1975	1.56
1976	2.27
1977	2.32
1978	2.40
1979	2.73
1980	3.15
1981	3.66
1982	4.96
1983	3.95
1984	4.50
1985	5.09

Contributions to the nation's cultural organizations and institutions increased in 1985 to $5.09 billion, a new record.

The American Association of Fund-Raising Counsel said the increase represented a gain of 13 percent from the revised estimate of $4.50 billion given to the cultural category of philanthropy a year earlier.

The growth was boosted by ongoing gains in individual giving. While the corporate community continued to support arts and humanities organizations, the growth in giving from the business community was less than in previous years.

Foundation giving to cultural organizations also increased in 1985, although, like corporate support, it rose at a slower pace than in previous years.

Overall, giving to the arts and humanities segment of philanthropy represented 6.4 percent of all giving in 1985, compared with 6.1 percent in 1984, the American Association of Fund-Raising Counsel said.

Individual giving, which plays the dominant role in philanthropy, was the largest single factor in the 13 percent gain recorded by the arts in 1985.

This was confirmed by a study conducted by the Theater Communications Group (TCG), which has conducted national surveys annually since 1973.

The most recent TCG study, again directed by Robert Holley, found that gifts to a group of 37 sample nonprofit theatres from more than 76,500 people produced an 11 percent increase in individual contributions in 1985. That result was not as dramatic as 1984's gain of almost 25 percent, but gifts from individuals grew faster than expenses and remained the largest single source of contributed income.

The average individual contribution was $91.50 compared with the previous season's average of $87.05, a growth of 5.1 percent.

This obviously was the result of the continuing effects of enhanced giving incentives generated by the Economic Recovery Act of 1981–but there were serious storm warnings on the horizon. The theatre world was seriously concerned about the impact the new Gramm-Rudman budget-balancing legislation might have on federal arts programs, on top of other recent-year federal funding cutbacks affecting the arts and other domestic programs. Federal tax reform plans also loomed as a potentially serious problem to the arts community.

The TCG study found that with the competition for charitable dollars growing more and more intense, more sophisticated means of attracting individual contributions had to be implemented.

Funds derived from special events such as casino nights, auctions and a variety of other creative programs added to the 1985 season's resources. Income was nearly 19 percent ahead of 1984 levels, with three-fourths of the sample theatres conducting fund-raising events. Special events are not viewed as preferable to a solid donor base but offer three particular benefits: they add to contributions income, enhance theatre's visibility in the community and provide an additional incentive for volunteers involved in raising funds for a favorite cause.

Over the past five seasons, special events income increased by 82 percent, and together with outright contributions, lifted the share of expenses covered by gifts from individuals to nearly 9 percent.

Beyond the sampling of 37 nonprofit theatres, the TCG study actually encompassed 217 participating theatres. More than half of the larger group ended the 1984-1985 season with a deficit, the study showed. The 217 theatres were located in 107 cities in 41 states and the District of Columbia and played to an audience of more than 14.2 million. Collectively, they spent more than $239 million presenting 52,341 performances of 2,710 productions. Earnings and contributions fell short of meeting expenses, resulting in a collective operating deficit of more than $4.5 million.

The TCG five-year analysis of the smaller sampling included some of the larger theatres in the U.S. Their budgets ranged from $1 million to $8.4 million during 1985, and together they were responsible for nearly half of all financial activity of the 217 reporting theatres.

Operating expenses for the group of 37 increased 11 percent over the previous year, well ahead of the 3.6 percent inflation rate. However, earnings increased only 8 percent and paid for just under two-thirds of the season's expenses. Total attendance and subscriptions reached a five-year high, but the 1985 increase in earnings was the smallest annual growth over that period. The resultant "earnings gap"–the portion of expenses which must be met with public and private contributions–was 15 percent greater than in the year-earlier period.

That gap caused the theatres to seek alternative means of increasing earnings opportunities.

The growth that did occur in 1985 earnings was due primarily to a 12 percent increase in box office income, which resulted from a combination of strong ticket sales and higher prices. Ticket sales accounted for 80 percent of all earnings vs. 72 percent five years ago.

Total attendance at resident productions grew nearly 7 percent since the 1980-81 season, but average ticket prices rose much faster, 63 and 66 percent, respectively, for the top-priced subscription or single seat. But with only a fixed number of seats available in the theatres, potential audience expansion was–and is–limited. Thus, for established institutions playing at or near capacity, price hikes were virtually the only means available to boost box office earnings.

Subscription income grew by 16 percent, three times faster than single-ticket income, during 1985. Many companies adjusted the cost of top-priced subscription tickets upward by an average of nearly 11 percent. The average cost of a subscription seat rose to a range of $7.25 to $16.55 (compared to the 1981 range of $3.95 to $10.15).

Income from single-ticket sales rose only 6 percent in 1985, notwithstanding increases of 8 to 13 percent for non-discounted single-ticket prices, which rose to a range of $9.80 to $19.30 (vs. $6.10 to $11.60 in 1981).

Most theatres still offered a limited number of discounted tickets to special groups, so that senior citizens, students and the handicapped were still able to attend regular performances for as little as $3. But regular-price subscribers remained the majority of the audience.

One effect of the ticket price changes has been to influence the audience profile. For drama, audiences are older, well educated, affluent and professionally oriented, reported one managing director. Dance audiences, on the other hand, have become considerably younger and more diverse.

One of the few promising developments in the earnings equation over the past five years, the TCG found, has been the establishment of endowment funds. While many of the larger symphony orchestras, opera companies, museums and other established cultural institutions have maintained endowment funds for many years, the idea is relatively new for the non-profit theatre. The share of season expenses covered by endowment income remained under 1 percent, but considerable progress was noted in both the number and size of theatre endowments. One reason for this development appeared to be the availability of modern technology and the benefits it offers in monitoring and soliciting.

Still, much remained to be done before endowments are developed to

Federal Appropriations/Budget Request FY 1985-87

($ In Thousands)*

	FY 1985	FY 1986**	Budget Request FY 1987
Dance	9,003	9,000	7,600
Design Arts	4,371	4,200	3,800
Expansion Arts	6,524	6,200	5,500
Add'l Forward Funding	430	600	—
Folk Arts	3,128	3,100	3,000
Inter-Arts	4,346	4,100	3,600
Literature	5,125	4,900	4,600
Media Arts	10,112	13,065	10,200
Museums	11,885	12,200	10,300
Music	15,311	15,300	13,100
Opera-Musical Theater	5,953	6,100	5,100
Theater	10,641	10,700	9,200
Visual Arts	6,201	6,200	5,500
(Subtotal)	93,029	95,665	81,500
AIE/Arts in Education	5,437	5,300	4,800
Education	100	100	—***
Locals Test	2,256	2,200	2,200
State Programs	24,372	24,850	21,500
(Subtotal)	32,164	32,450	28,500
Advancement	2,244	1,600	1,000
Challenge	20,580	20,457	18,000
(Subtotal)	22,824	22,057	19,000
Policy, Planning and Research	1,040	974	1,000
Administration	14,602	14,514	14,900
Grand Total	$163,660	$165,661	$144,900

*Allocations include Treasury Funds.

**FY 86 does not reflect the 4.3 percent reduction pursuant to the Balanced Budget and Emergency Deficit Control Act of 1985 (Gramm-Rudman-Hollings).

***Included under AIE/Arts in Education.

Source: National Endowment for the Arts

the point where they will have any wide impact on annual operating expenses. In 1981, only 10 of the 37 sample theatres had established endowment funds. They totaled barely $7.5 million and the median principal was only $296,000 then. By 1985, 20 of the 37 theatres had established endowment funds and they totaled $27.5 million. Only nine theatres were realizing benefits and using interest earnings for operating expenses, but the median principal had grown to $580,000 and individual endowments had grown to a range of $11,000 to $5.7 million.

Earnings from all other sources, including touring fees, educational program income, interest and dividends, royalties, and proceeds from concessions, advertising and facility rental, covered just under 12 percent of all expenses during each of the last two seasons.

Corporate contributions have become increasingly important over the past five years. Corporate contributions rose more than 11 percent during

Public Broadcasting Income by Public Television and Radio System and by Source of Income: Fiscal Years 1983-1984

(In thousands of current dollars)

Income Source	System	FY 1983	Percent of Total	FY 1984	Percent of Total	$ Change FY 83-84	% Change FY 83-84
Corporation for Public Broadcasting	PB	$137,000	15.2	$137,500	14.1	$ 500	0.4
	PT	101,461	14.1	101,063	12.9	-398	-0.4
	PR	35,539	19.9	36,437	19.3	898	2.5
Federal Grants and Contracts	PB	26,722	3.0	29,465	3.0	2,743	10.3
	PT	21,468	3.0	25,283	3.2	3,815	17.8
	PR	5,254	2.9	4,182	2.2	-1,072	-20.4
Local Governments	PB	45,026	5.0	48,465	5.0	3,439	7.6
	PT	36,372	5.0	36,376	4.6	4	0.0
	PR	8,654	4.8	12,089	6.4	3,435	39.7
State Governments	PB	174,442	19.4	189,125	19.4	14,683	8.4
	PT	156,686	21.7	173,664	22.1	16,978	10.8
	PR	17,756	9.9	15,461	8.2	-2,295	-12.9
State Colleges and Universities	PB	90,136	10.0	90,464	9.3	328	0.4
	PT	54,437	7.6	54,344	6.9	-93	-0.2
	PR	35,699	20.0	36,120	19.1	421	1.2
Other Public Colleges and Universities	PB	8,708	1.0	6,452	0.7	-2,256	-25.9
	PT	5,880	0.8	4,054	0.5	-1,826	-31.1
	PR	2,828	1.6	2,398	1.3	-430	-15.2
Private Colleges and Universities	PB	23,732	2.6	23,699	2.4	-33	-0.1
	PT	17,530	2.4	16,060	2.0	-1,470	-8.4
	PR	6,202	3.5	7,639	4.0	1,437	23.2
Foundations	PB	24,928	2.8	27,825	2.9	2,897	11.6
	PT	20,389	2.8	22,551	2.9	2,162	10.6
	PR	4,539	2.5	5,274	2.8	735	16.2
Business	PB	119,823	13.3	144,713	14.9	24,890	20.8
	PT	98,574	13.7	123,441	15.7	24,867	25.2
	PR	21,249	11.9	21,272	11.3	23	0.1
Subscribers	PB	175,469	19.5	192,894	19.8	17,425	9.9
	PT	146,587	20.3	158,029	20.1	11,442	7.8
	PR	28,882	16.2	34,865	18.5	5,983	20.7
Auction	PB	20,963	2.3	22,354	2.3	1,391	6.6
	PT	20,217	2.8	21,678	2.8	1,461	7.2
	PR	746	0.4	676	0.4	-70	-9.4
All Other Sources	PB	52,230	5.8	61,287	6.3	9,057	17.3
	PT	40,843	5.7	48,823	6.2	7,980	19.5
	PR	11,387	6.4	12,464	6.6	1,077	9.5
Total Nonfederal Income	PB	$735,457	81.8	$807,278	82.9	$71,821	9.8
	PT	597,515	82.9	659,020	83.9	61,505	10.3
	PR	137,942	77.2	148,258	78.5	10,316	7.5
Total Income	PB	$899,179	100.0	$974,243	100.0	$75,064	8.3
	PT	720,444	100.0	785,366	100.0	64,922	9.0
	PR	178,735	100.0	188,877	100.0	10,142	5.7

Legend: PB = Public Br[illegible]sting
PT = Public Television
PR = Public Radio

Source: Corporation for Public Broadcasting, Policy Development and Planning

1985 and more than 4,000 gifts were made to sample theatres by businesses. However, the increase in corporate support was the smallest in the past five years. Between 1981 and 1984, business contributions were increasing by more than 20 percent a year as development staffs began tapping what had been a largely untouched resource for theatres. Contributing to the recent decline has been the ongoing wave of corporate mergers and acquisitions–many important supporters have simply "evaporated."

In 1985, the average corporate gift rose to $1,425, an increase of $245 over 1984, but below averages reported in 1981-83. Notwithstanding those figures, contributions from the business community put the corporate community second in volume only to gifts from individuals; just five years ago, corporate giving was next to last among the five major funding sources for nonprofit theatre.

Foundation giving, by comparison, is now last among the major funding sources. Although such support increased more than 7 percent for sample theatres during 1985, that was a far cry from the 1960s and 1970s, when, led by the Ford Foundation, the nation's private foundations were making extraordinary long-term commitments to cultural organizations, particularly in the area of the performing arts. By the early 1980s, most foundations had begun to focus on other pressing social and education needs formerly met by the federal government.

In 1985, sample theatres reported receiving a larger number of smaller gifts and they reported a 3 percent decline in the average foundation gift, to $8,858. While the average gift was considerably smaller than earlier years, it was still six times the size of the average corporate contribution. Thus, that source of support remained a limited, but cost-effective funding target. The Mellon and Shubert foundations led giving to sample theatres during 1985.

Public broadcasting income increased by 8.3 percent over the previous year and totaled $974 million, according to the Corporation for Public Broadcasting's Annual Financial Report. After adjustments for inflation, this income growth represented a real increase of 4.8 percent in purchasing power.

Public television income grew 5.4 percent in constant dollars while public radio income rose only 2.2 percent–the first time since the early 1970s that this was recorded.

Nonfederal income for public broadcasting climbed to $807.3 million, up 9.8 percent over the previous year's $735.5 million; federal income rose 2 percent, in current dollars. The appropriation for CPB was virtually the same in the last two fiscal years, but total federal income for public broadcasting decreased in purchasing power; other federal grants and contracts increased slightly, by 1.4 percent.

Of total nonfederal income, public television accounted for $659.02 million, or 83.9 percent of the overall total of $785.4 million. Public radio's share was $148.3 million, or 78.5 percent of the total income of $188.9 million received from nonfederal sources. In 1983, these figures were slightly lower: 82.9 percent and 77.2 percent, respectively.

Along with the rise in public broadcasting income in fiscal year 1984, the overall enterprise that shares the income–public broadcasting stations and related organizations–also grew.

The number of stations qualified to receive CPB financial support increased by nine public radio stations (from 266 to 275) and by one public television station (from 176 to 177).

Public audiences continued to grow, too, with respect to the number of households watching public television. Households viewing public television at least once during March rose to 63.8 million from 62.2 million, up 2.6 percent in the one year period. The monthly cumulative public radio audience remained nearly constant at 13.9 million persons, according to Nielsen and Arbitron data.

The CPB reported that total public broadcasting income rose to $974.2 million from $290.4 million between 1974 and 1984, a more than threefold increase when measured in current dollars. Purchasing power during the same period grew 61.1 percent, after adjusting for inflation.

During the same period, the shares contributed by major income sources reflected changes in public broadcasting support. The federal contribution, for example, showed a rise from FY 1974 to FY 1978, to 29.1 percent from 23.1 percent, but declined from FY 1979 to FY 1984 by 17.1 percent. While in FY 1984 federal income rose $3.2 million over the year earlier, it showed a drop of 1.4 percent after adjusting for inflation. Of nonfederal income, state and local tax-based sources had been dominant up to FY 1981, when private sources surged ahead. In FY 1984, private sources accounted for 48.5 percent of public broadcasting's total income, while state and local tax-based sources contributed 34.3 percent.

Highlights of the CPB's findings included the following:

- The growth of public radio's nonfederal income subsided for the first time since the early 1970s. Over the last decade, public radio maintained a substantially higher growth rate than did public television. However, nonfederal income for public radio did not grow as fast as for public television during FY 1984–a 3.9 percent increase for public radio vs. a 6.6 percent increase for public television, in constant dollars. Some, but not all, of this decline was attributable to a change in the guidelines under which stations report the value of donated programs as in-kind income.
- Income from private sources, particularly from business and subscribers, led public broadcasting's revenue growth. Business contributions in FY 1984 increased by $24.9 million in one year–a 16.8 percent constant-dollar increase that was the largest among all income sources. This growth, over 25 percent in current dollars, benefited public television; public radio, on the other hand, experienced a current-dollar stand-still in business income.
- Individual contributors provided substantial and consistent growth in subscription income, increasing by $17.4 million, a 6.3 percent increase in purchasing power over the previous year. Subscription income was $192.9 million, the second year this source provided the largest contribution to public broadcasting income (19.4 percent of total public broadcasting income). Subscription income for public radio grew by 16.7 percent in constant dollars.
- State governments, traditionally the largest single source of nonfederal income until FY 1982, provided $189.1 million, up 8.4 percent in current dollars or 4.8 percent in constant dollars. This source contributed 19.4 percent of total public broadcasting income in

Public Broadcasting Income[1] by Source: Fiscal Years 1974-1984
(In Thousands of Current Dollars)

Income Source	FY 1974	FY 1975	FY 1976	FY 1977	FY 1978	FY 1979	FY 1980	FY 1981	FY 1982	FY 1983	FY 1984
Corporation for Public Broadcasting	$ 47,750	$ 62,000	$ 96,000[2]	$103,000	$119,200	$120,200	$152,000	$162,000	$172,000	$137,000	$137,500
(Percent of Total)	(16.4)	(17.0)	(22.2)	(21.4)	(21.6)	(19.9)	(21.6)	(21.2)	(20.4)	(15.2)	(14.1)
Federal Grants & Contracts	19,255	30,341	34,146	32,269	41,562	43,029	40,540	31,669	25,625	26,722	29,465
(Percent of Total)	(6.6)	(8.3)	(7.9)	(6.7)	(7.5)	(7.1)	(5.8)	(4.1)	(3.0)	(3.0)	(3.0)
State & Local Tax-Based[3]	139,056	156,570	175,870	191,269	218,183	245,544	271,595	277,492	301,038	318,312	334,506
(Percent of Total)	(47.9)	(42.9)	(40.6)	(39.7)	(39.5)	(40.7)	(38.5)	(36.1)	(35.6)	(35.4)	(34.3)
Private	84,324	115,880	127,284	155,556	173,380	194,693	240,722	297,734	346,551	417,145	472,772
(Percent of Total)	(29.0)	(31.8)	(29.4)	(32.3)	(31.4)	(32.3)	(34.2)	(38.7)	(41.0)	(46.4)	(48.5)
Total Nonfederal Income	$223,380	$272,450	$303,154	$346,825	$391,563	$440,237	$512,317	$575,226	$647,589	$735,457	$807,278
(Percent of Total)	(76.9)	(74.7)	(70.0)	(71.9)	(70.9)	(73.0)	(72.7)	(74.8)	(76.6)	(81.8)	(82.9)
Total Income	$290,385	$364,791	$433,300	$482,094	$552,325	$603,466	$704,857	$768,895	$845,214	$899,179	$974,243
(Percent of Total)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)

[1] Income from FY 1976 to FY 1983 includes both broadcast and nonbroadcast income.

[2] Income from the Corporation for Public Broadcasting for FY 1976 includes the transition quarter appropriation ($17.5 million).

[3] State and local tax-based sources include income received from state colleges and universities and, for FY 1979 to FY 1984, from other tax-supported colleges and universities.

Source: Corporation for Public Broadcasting, Policy Development and Planning

FY 1984 and remained the second largest source.

- The federal contribution, the third largest source for public broadcasting, totaled $167.0 million.

The latest annual survey on corporate contributions conducted jointly by The Conference Board and the Council for Financial Aid to Education found that 10.7 percent of all contributions made by 415 firms participating in the study went to cultural activities.

That result was slightly lower than the 11.4 percent share shown in the two preceding years. The total dollars given were higher, however, the survey found: $154.7 million. In 1983, $145.2 million was contributed (471 companies responding) and in 1982, $145.8 million (534 firms responding).

The latest available data from the Foundation Grants Index showed that total funding for cultural causes was $229.02 million in 1984, down from the $277.30 million given in the year-earlier period. Cultural institutions' share of all foundation grants of $5,000 and more totaled 14.0 percent in 1984 vs. the 15.4 percent they received in 1983. Despite these declines, foundation grants actually increased slightly to 5,542 from 5,151 in the same period, according to the Grants Index.

The Foundation Center's **Foundation Directory, 10th Edition** shows that cultural activities have continued to rank fourth in general foundation funding trends in the decade of the '80s. Cultural organizations, in that time, have remained roughly in the 13.5 percent to 15.4 percent range in their share of overall foundation funding covering seven categories of recipients. Ranking ahead of cultural activities as recipients of foundation funding in the '80s have been the categories of welfare, the largest annual recipient from 1980 through 1984, followed by health, the second largest recipient (except for 1982 when it was the third largest). Next has been education, which ranked second only in 1982 when it surpassed the health category. The religion, science and social science categories ranked below the top four in share of foundation funds received.

The combination of President Reagan's calls for reductions in funding for the National Endowment for the Arts and the emergence of the Gramm-Rudman Act clouded the outlook for cultural activities as 1986 began. In February, the President called for FY 1987 funding of $144.9 million for the NEA, which would be a 12.5 percent cut from the $165.66 million appropriated for FY 1986. That decrease, however, would actually be 8.54 percent because Gramm-Rudman, which mandates a zero-deficit budget by 1991, required a 4.3 percent cut to $158.44 million on March 1, 1986.

The President also proposed to eliminate the Institute of Museum Services. His FY 1987 funding plan would cause reductions in funding for the IMS as well as for the National Endowment for the Humanities.

It was reported that the President's FY 1987 proposal would bring about a reduction in NEA funding for symphony orchestras and opera companies.

Senator Warren Rudman (R-NH), co-author of the deficit reduction law, has offered his own ideas on how to attain the $144 billion budget-deficit target for FY 1987. He would, for example, eliminate or reduce both the size of, and services provided by, the NEA and the National Endowment for the Humanities.

State Arts Agencies Legislative Appropriations Fiscal Years 1985 and 1986

		Per Capita (¢)		Appropriations ($)			Line Items
	Rank	1986	1985	1986	1985	% Change	
Alabama	49	27.6	25.2	$1,100,000	$1,000,000	10.0	$
Alaska	1	800.1	1,100.7	4,000,700	5,294,600	-24.4	43,000
American Samoa	10	139.1	140.5	47,000	47,500	-1.1	
Arizona	44	33.1	20.8	1,010,200	616,600	63.8	632,300
Arkansas	36	41.3	34.2	970,694	795,998	21.9	
California	33	45.6	41.4	11,692,000	10,422,000	12.2	
Colorado	47	29.6	29.5	940,622	928,655	1.3	
Connecticut	30	46.9	35.7	1,479,000	1,121,974	31.8	
Delaware	18	80.9	74.3	496,000	450,300	10.1	
District of Columbia	4	268.5	205.1	1,673,000*	1,278,000	31.0	
Florida	17	88.9	84.2	9,761,077	9,045,182	7.9	2,522,660
Georgia	38	37.7	30.0	2,200,588	1,719,528	28.0	
Guam	7	221.8	194.4	245,808	215,353	14.1	
Hawaii	8	215.3	156.4	2,237,297	1,591,820	40.5	
Idaho	56	13.7	12.7	137,600	124,956	10.1	5,800
Illinois	23	64.8	49.2	7,462,701	5,648,300	32.1	
Indiana	43	33.3	26.5	1,830,576	1,450,128	26.2	
Iowa	54	18.0	17.0	522,593	492,237	6.2	
Kansas	51	24.2	20.1	589,711	487,534	21.0	
Kentucky	35	42.0	41.4	1,564,400	1,536,000	1.8	
Louisiana	46	31.3	25.5	1,397,646	1,133,361	23.3	
Maine	40	36.4	28.4	420,292	324,758	29.4	
Maryland	34	43.6	41.8	1,897,527	1,795,627	5.7	
Massachusetts	3	282.5	236.0	16,379,066**	13,602,727**	20.4	
Michigan	13	113.4	97.4	10,291,500	8,817,400	16.7	2,420,400
Minnesota	22	66.0	54.7	2,747,400	2,265,160	21.3	889,100
Mississippi	53	18.9	16.9	490,354	436,438	12.4	
Missouri	12	137.9	61.8	6,904,051	3,067,071	125.1	3,000,000
Montana	16	92.1	86.2	758,507	702,636	8.0	12,500
Nebraska	39	37.4	39.8	599,844	634,717	-5.5	
Nevada	52	19.1	13.8	174,270	123,549	41.1	
New Hampshire	45	33.1	13.5	323,000	129,456	149.5	
New Jersey	11	138.3	83.3	10,391,000	6,216,900	67.1	1,709,000
New Mexico	29	50.1	50.0	713,500	700,100	1.9	
New York	5	248.5	221.3	44,078,900	39,087,600	12.8	
North Carolina	24	63.8	48.1	3,932,233	2,921,109	34.6	10,000
North Dakota	41	36.2	25.7	248,196	174,971	41.8	
Northern Marianas	2	542.9	141.2	96,100*	25,000	284.4	
Ohio	21	69.8	53.9	7,509,753	5,784,562	29.8	
Oklahoma	27	55.2	48.2	1,821,462	1,596,499	14.1	
Oregon	55	16.7	17.2	445,965	456,082	-2.2	
Pennsylvania	26	56.5	47.0	6,724,000	5,585,000	20.4	
Puerto Rico	6	238.6	179.5	7,780,600	5,853,200	32.9	1,976,400
Rhode Island	32	46.2	43.9	444,357	419,301	6.0	74,200
South Carolina	19	78.8	57.1	2,602,010	1,857,856	40.1	80,000
South Dakota	37	39.6	35.9	279,885	251,028	11.5	
Tennessee	20	76.7	15.4	3,615,800	718,900	403.0	75,000
Texas	25	58.0	26.9	9,280,000	4,239,910	118.9	
Utah	15	96.1	86.5	1,588,200	1,399,900	13.5	
Vermont	31	46.3	43.0	245,500	225,710	8.8	7,500
Virgin Islands	9	141.3	142.0	143,414*	144,084	-.5	
Virginia	42	34.6	31.5	1,947,865	1,747,865	11.4	
Washington	28	51.4	40.6	2,236,974	1,746,900	28.1	75,000
West Virginia	14	108.5	94.2	2,117,238	1,848,734	14.5	658,226
Wisconsin	50	24.2	20.4	1,154,200	968,000	19.2	
Wyoming	48	28.3	28.0	144,605	144,606	-.0	
				$201,886,781	$161,413,382	25.2	$14,191,086

* Pending, not yet final.

**Does not include state lottery revenue.

Source: National Assembly of State Art Agencies

State arts agency legislative appropriations for FY 1986 rose 33.3 percent over year-earlier appropriations, according to a survey released by the National Assembly of State Arts Agencies. The 50 state and six jurisdictional agencies reported appropriations from their state legislatures totaling $201,886,781 for FY 1986, compared with $151,413,382 for FY 1985.

The 33.3 percent increase was the highest since FY 1980, when state arts agency appropriations rose 27 percent. Yearly increases since then were 20.8 percent in 1985, 10.7 percent in 1984, 3.2 percent in 1983, 9.3 percent in 1982 and 10.0 percent in 1981 (all fiscal years).

Highlighting individual state increases in legislative appropriations were large rises of 118.9 percent in Texas, 125.1 percent in Missouri, 149.5 percent in New Hampshire and 403 percent in Tennessee.

The NASAA survey includes the ranking of per capita spending of the state arts agencies, rankings by percentage of the total state expenditures allocated to the state arts agencies, listing of line items, and information about percent for art programs in the states. NASAA was to update the survey in April, 1986 to reflect any changes made by the legislatures during the fiscal year.

Large Gifts to Arts & Humanities (1985)

H. Ross Perot—
$10 million to *Dallas Symphony Orchestra*
David G. Mugar—
$4 million to *Museum of Science*
Walter Reade Foundation—
$1.2 million to *Film Society of Lincoln Center*
Burlington Northern Foundation—
$1 million to *Seattle Art Museum*
Revlon—
$1 million to *Metropolitan Opera*
General Motors Foundation—
$1 million to *Kennedy Center*

Giving to
CIVIC & PUBLIC

	Amount (Billions)
1970	$ .455
1971	.684
1972	.820
1973	.620
1974	.670
1975	.790
1976	1.03
1977	1.22
1978	1.08
1979	1.23
1980	1.46
1981	1.79
1982	1.68
1983	1.63
1984	1.94
1985	2.24

The civic and public affairs category of philanthropy received a record-breaking $2.24 billion in contributions in 1985, an increase of 15 percent from the revised $1.94 billion donated in 1984.

The American Association of Fund-Raising Counsel reported that as a percentage of total contributions to all philanthropic organizations, giving to civic and public causes represented 2.8 percent in 1985. That was higher when compared to 1984, when the figure was 2.6 percent.

The Association said the 15 percent gain in 1985 reflected increased giving by individuals along with a steady rise in corporate giving to activities covered by this category.

Indeed, the rate of corporate contributions to civic and public causes has been increasing in recent years while the rate for the arts and health categories has been slowing down. The proportion of contributions to education has remained stable.

The most recent survey of corporate contributions conducted by the Conference Board and the Council for Financial Aid to Education found that corporate support for civic and community causes continues to rise slowly but steadily. The latest count showed that 415 companies participating in the study reported giving $271.6 million to civic and community causes, or 18.8 percent of all business contributions reported in 1984.

A year earlier, 471 companies gave $188.8 million, or 14.8 percent of their contributions, to this category. In 1982, 534 companies reporting gave $149.3 million to civic and community activities, 11.7 percent of all corporate contributions.

Part of the increase in 1985 was attributed primarily to two things: large property donations made by three corporations, and an ongoing, major job training effort for local residents. Activities such as economic development, job training and environmental projects provide ideal opportunities for corporations to contribute management, tutoring and other expertise because these are areas in which they excel and know best.

Some of the increase was also generated by foundation giving, but only in certain categories.

The Foundation Center's latest available data showed, for example, that giving by foundations to law enforcement activities rose slightly to $13.6 million in 1984 from $12.2 million in 1983. In the same period, urban development benefited from a rise to $51.3 million from $42.6 million in foundation contributions.

However, foundation giving to the environment and energy category returned to the 3 percent level of the early 1980s. After a slight jump to 5 percent in 1983, due to two major awards from the Richard King Mellon Foundation and the John D. and Catherine T. MacArthur Foundation, this category received $49.9 million in foundation support in 1984; the figure was $91.7 million in 1983. Similarly, foundation contributions to community affairs totaled $90.3 million in 1984 compared with $110.2 million the year before.

The fund-raising activity in connection with the centennial of the Statue of Liberty and Ellis Island at the entrance to New York Harbor raised $210 million during 1985 toward a goal of $230 million. Sponsors of the project believe they will exceed that goal. Individuals and corporations were heavy contributors to the Statue of Liberty–Ellis Island Foundation.

Large Gifts to Civic and Public Causes (1985)

W.K. Kellogg Foundation—
$3.9 million to *National Board of Medical Examiners*

Prudential Insurance Co.—
$2.6 million to *Hacienda Child Development Services*

David Rockefeller—
$2.5 million to *New York Public Library*

Ford Foundation—
$2 million to *The Puerto Rico Community Foundation*

Gannett Foundation—
$1.9 million to *YWCA of Greater Green Bay (WI)*

The Commonwealth Fund—
$1.6 million to *Commission on Elderly People Living Alone*

Adele Harper Stine—
$1.5 million to *Missouri Historical Society*

Pew Memorial Trust—
$1.08 million to *United Way of Southeastern Pennsylvania*

VOLUNTEERS

Volunteers–those dedicated Americans who work in some way to help others for no pay–comprise a sizeable army in the philanthropic world.

Their ranks range from leaders of some of the nation's most prestigious organizations to those who want to help an elderly or handicapped neighbor or friend.

Occasional studies are performed to try to measure just how many people give of their time and effort for voluntary work, whether in an "informal" setting–outside of an organizational structure–or, conversely, in a "formal" setting.

VOLUNTEER–The National Center for Citizen Involvement recently surveyed local volunteer centers around the country and found that such organizations place–or refer–500,000 new volunteers every year in some philanthropic activity. These new enlistees, it is estimated, are likely to provide 100 million hours of voluntary service a year, or some 200 hours per volunteer per year. The value of such service was projected to be $800 million annually.

VOLUNTEER also surveyed corporations to determine how many of their employees do some kind of voluntary work. The 200 companies that responded indicated that a combined total of 300,000 of their workforce were active in such work.

Data supplied by the INDEPENDENT SECTOR showed that in 1985, 89 million men, women and young people (starting at age 14) performed some kind of volunteer service on an informal basis. That figure was down 4.3 percent from the 93 million volunteer count of a 1981 study. The decrease was attributed to such factors as an increase in the number of women

Current Volunteer Strength of 20 National Agencies

Organizations	1985 Number of Volunteers	1985 Number of Fund-Raising Volunteers
United States Committee for UNICEF	—	3,000,000**
American Cancer Society, Inc.	2,474,160	2,147,373
American Heart Association	2,200,000	2,000,000
Muscular Dystrophy Association, Inc.	2,180,000	1,775,000
United Cerebral Palsy Association	2,050,000*	1,875,000*
American Red Cross–National Headquarters	1,734,604	68,565
National Multiple Sclerosis Society	1,292,240*	318,015*
National Council–Boy Scouts of America	1,086,161	n/a
The Salvation Army	912,000	365,543
National Easter Seal Society	800,000*	1,000,000*
Arthritis Foundation	645,000	556,000
Girl Scouts of the USA	630,000	n/a
YMCA of the USA	500,000	75,000
Association for Retarded Citizens of the United States	500,000*	35,000*
March of Dimes–Birth Defects Foundation	250,000	3,000,000
Boys' Club of America	125,000	111,000
National Board, YMCA of the USA	122,000	3,000
American Lung Association	150,662*	107,483*
Camp Fire, Inc.	60,000	12,000
USO World Headquarters	40,000	n/a
Totals	17,751,827	16,448,979

*Estimate

**Volunteers are only fund-raising volunteers

joining the workforce in that period as well as a decline in volunteer work by youths.

However, the same data showed that the dollar value of volunteer service in 1985 was at least $110 billion–and that figure did not include the value of informal service.

The Gallup Organization performs studies on volunteerism from time to time. Its latest, done in October, 1985, indicated that people most inclined to do volunteer work include those from households with an annual income of at least $30,000 (although income did not appear to be a factor when the service was performed informally). Other likely volunteers were found to be those with a college education; persons under age 50 (but excluding 18-24-year-olds); working people, especially parttime job holders; women; married persons; and those from larger households.

Gallup also found some demographic changes in volunteer activity between 1981 and 1985. The changes included: a somewhat larger decrease in the proportion of women than men who said they do volunteer work, and a drop among young adults (18-24 years old) as well as among persons 65 years of age or older.

Among both adult and teenage volunteers, Gallup found the reason most frequently cited for becoming involved in volunteer work was the desire to do something useful to help others (52 percent). Having an interest in the activity or work (36 percent) was another reason given, as was the belief that the work would be enjoyable (32 percent). Twenty-seven percent said they first became involved as volunteers because of religious concerns, while 26 percent attributed their involvement to knowing someone who was already involved in a volunteer activity.

An American Association of Fund-Raising Counsel survey of 20 major national health agencies showed an increase in the total number of volunteers–including fund-raising volunteers–between 1984 and 1985. These agencies reported a total of 34,200,806 volunteers, compared with 32,542,822 reported the year before.

AAFRC
TRUST
FOR
PHILANTHROPY

Since its origins in May of 1935, the American Association of Fund-Raising Counsel has successfully undertaken a twofold mission on behalf of its member firms: enhancement of the performance of fund-raising counsel and leadership in improving the entire philanthropic process. As the years have passed, both the Association and the individual firms have devoted an increasing proportion of their financial and human resources to public service through research, public information and education, and publications in order to encourage giving and to raise standards of fund-raising performance in the nonprofit sector.

In 1985, the Association's Golden Anniversary year, under the leadership of its Chairman, John Grenzebach, the Association formed a separate 501(c)(3) corporation to formally undertake the public service functions of the American Association of Fund-Raising Counsel and to develop new initiatives for improvement in philanthropy. Thus was born the AAFRC Trust for Philanthropy, which is now responsible for all Association publications, including this issue of *Giving USA*, the most authoritative resource on facts and trends in American philanthropy.

While publication of *Giving USA*, *Fund-Raising Review* and periodic reports on meaningful research projects are important functions of the Trust, its pursuits already far exceed the mere continuance of long established Association public service activities. During its first year of life, the Trust assembled nearly $200,000 in gifts from member firms and their staffs to help finance its programs. The programs include:

- Commission the conduct of a program to introduce undergraduate courses on philanthropy in college curricula through the Association of American Colleges.
- Develop a formula for a new tax incentive designed to encourage increased charitable giving.
- Provide a grant to the National Center for Charitable Statistics to help fund a Statistics of Income project related to producing profiles of giving by itemizers.
- Fund a microfiche version of the valuable Filer Commission Research Reports for placement in selected reference libraries throughout the United States.
- Contribute to National Philanthropy Day–a project to draw nationwide attention to the essential role of philanthropy in our society.
- Convene a meeting of NAHD, NSFRE, and AAFRC 501(c)(3) entities to discuss common interests in encouraging philanthropy and possible areas of cooperative effort to avoid unnecessary duplication and maximum utilization of resources.

This issue of *Giving USA* is adequate testimony to the enormous impact philanthropy has on the very fabric of the quality of life we enjoy in the United States. Indeed, past charitable giving and, in the future, increased voluntary support of our Third Sector organizations and institutions are fundamental to democracy as we know it. It is in that spirit that the AAFRC Trust for Philanthropy was born, and it is for furthering that purpose that those of us serving on the Trust Board of Directors have committed our time and efforts.

Charles E. Lawson

Chair
AAFRC Trust for Philanthropy

AAFRC Trust for Philanthropy

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METHODOLOGY

This year's edition of *Giving USA* features a special method of estimating giving figures to provide a more accurate picture of the largest factor involved in total giving–the contributions made to philanthropy by individuals.

This marks the second successive year that the same methodology was utilized. It was first used early in 1985.

The reason why so much importance is given to individual giving is that the total alone represents more than eight of every ten dollars given to the nation's more than 300,000 gift-supported institutions, organizations and agencies.

The importance of the accuracy of the individual giving figure cannot be overemphasized. That is because the magnitude of these contributions is so great, and the estimate made each year is widely used in the nonprofit field and by others, including the federal government.

The decisions based on that figure–such as its influence on federal and state tax policies–can, and will continue to affect the lives of all Americans, as well as the survival, continued growth and subsequent ability of the private sector to deliver its essential services and those which are targeted at improving the quality of life for Americans in general.

Because of this, and realization that the nonprofit community has not been able to document its data with the same degree as many other commercial segments of the economy, the American Association of Fund-Raising Counsel sought the assistance of a group of statisticians, economists, and leading researchers to advise it on "a better way" of identifying the total given each year by individuals.

The group was formed late in 1983. It held a series of sessions during which it examined the methodology that was currently in use, as well as some of the difficulties encountered in applying the then-current methodology.

The methodology used at that time was in effect to ask a number of charitable organizations how much the contributions they received from individual donors had increased in the past year, average those figures, and then apply the average percent gain to the previous year's total.

Two-and-a-half years later that data could be checked against some partial data obtained from the Internal Revenue Service–at which time the total was frequently revised–but the contributions made by the large percentage of Americans who do not itemize could never be obtained or verified.

As a result, there was never any great amount of assurance as to whether the methodology was accurate or inaccurate–and, if it was inaccurate, by how much.

The Advisory Council on *Giving USA*'s Methodology decided rather quickly that there were too many questionable areas in the methodology and concentrated on seeking a more accurate method.

It concluded that the most accurate method would be an econometric model with portability or factors that could be used year after year to arrive at a total for individual giving.

The Council then sought to identify an individual to construct such a model. After a search, it concluded that Dr. Ralph Nelson, a professor of economics at Queens College in New York, who has extensive credentials in working with the philanthropic community and the Commission on Private Philanthropy and Public Needs (Filer Commission in the 1970s), would be the economist best qualified to construct the model.

Dr. Nelson agreed to build and test the model–the testing was done against years for which data was available–and in January of 1985 he put the new model to work on individual giving.

The results of Dr. Nelson's research are published in a chart in the individual giving section, which identifies giving by individuals for the past 25 years.

In arriving at the factors for his model, Dr. Nelson met and consulted frequently with the members of the Advisory Council on Methodology, all of which has resulted in what is agreed to be the most accurate total for the more than 82 percent of giving each year that comes from individuals.

The statisticians, researchers and economists who have freely given of their time, expertise, and encouragement to conclude this important project are:

Elizabeth T. Boris, Vice President, Council on Foundations, Inc.; Virginia Ann Hodgkinson, Vice President for Research, INDEPENDENT SECTOR; Patricia Read, Vice President, The Foundation Center; Gabriel Rudney, Senior Research Associate, Yale-Ponpo; Lester M. Salamon, Director, Center for Public Management & Economic Development Research, The Urban Institute; Hayden W. Smith, Senior Vice President, Council for Financial Aid to Education; Nelson Rosenbaum, President, Center for Responsive Governance; Russy Sumariwalla, Senior Fellow, United Way of America; and John Simon, Director, Program on Non-profit Organizations, Yale University.

While the philanthropic community can feel some degree of justifiable accomplishment in solving the nagging problems surrounding giving each year by individuals, it is continuing its efforts through a variety of umbrella groups, including the Council on Foundations, THE INDEPENDENT SECTOR, The American Association of Fund-Raising Counsel, and various groups representing specific segments of total philanthropy, to achieve even more accuracy in its estimates.

A project of the National Center for Charitable Statistics is currently working on allocations of philanthropic dollars, and another group working with the Council on Foundations is seeking to better classify charitable organizations into specific headings.

All of that will result in a sector of the American and world economy that will be better able to serve its constitutents.

The estimates published in this report are classified as follows:

Individuals—*Contributions by individuals included in this report refer to the gifts made within the specified calendar year and for the most part are cash. While some of the individuals report the value of gifts other than cash—such as clothing, food, and works of art—on their tax returns, they are relatively small in comparison to the overall cash* *total.*

Bequests—*Bequests made by individuals to charitable organizations, institutions and agencies are counted in the year in which they are received by the organization since at times, the actual transfer of the bequest may take years.*

Corporations—*The corporate giving figures used in this report follow the IRS series and include cash contributions by the nation's business corporations to charitable institutions and agencies, as well as money given by corporations to corporate foundations.*

Foundations—*The American Association of Fund-Raising Counsel excludes corporate foundation grants from its overall foundation giving total since they are counted as corporate contributions. All other foundation giving is, however, included.*

Religion—*Included in the total for religion is giving to organized religious organizations for sacramental purposes and giving to evangelical religious organizations. The total does not include giving to educational institutions which are religiously affiliated.*

Education—*The total for giving to education includes the amounts of money donated to all levels of education—primary, secondary and higher, and to educational agencies and organizations, in both the public and private sectors. Research is also included in this category if that research is educational in nature and conducted at an educational institution. Groups such as the Urban Institute, however, are included in the "other" category, and some other research activity is included in the health and hospitals category.*

Health and Hospitals—*The giving total for health and hospitals refers only to money from individuals, foundations and corporations. It does not include government contracts or grants for research, but does include private research in the health community.*

Social Services—*Organizations included in this group are those which for the most part are concerned with the delivery of a variety of welfare-related programs to the general public. They include groups such as the United Way of America and other general affiliated fund-raising projects, as well as organizations such as American Red Cross, Catholic Charities, United Jewish Appeal, Boy Scouts, Federation of Protestant Welfare Agencies, and Federation of Jewish Philanthropies, to name a few.*

Arts & Humanities—*This category includes giving to theatres, museums, arts organizations, public television and radio, symphony orchestras, as examples.*

Civic & Public Affairs—*Organizations included in this category are concerned with civic issues such as the environment, the women's movement, the prevention of crime and deliquency, transportation and neighborhood rehabilitation.*

"Other"—*The "other" category includes a mix of organizations involved with foreign aid and technical assistance, international activities and foundation endowment.*

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1. Members of the Association are firms which are exclusively or primarily organized to provide fund-raising counseling services, feasibility studies, campaign management and related public relations, to nonprofit institutions and agencies seeking philanthropic support. They will not knowingly be used by an organization to induce philanthropically inclined persons to give their money to unworthy causes.

2. While the Association does not prescribe any particular method of calculating fees for its members, the Organization should base its fees on services provided and avoid contracts providing for contingency, commissions or a percentage of funds raised for the client.

The Organization should base its fees on high standards of service, and should not profit, directly or indirectly, from the materials or services billed to the client by a third party. Member firms will not offer or provide the services of professional solicitors.

3. The executive head of a member organization must demonstrate at least a six-year record of continuous experience as a professional in the fund-raising field. This helps to protect the public from those who enter the profession without sufficient competence, experience, or devotion to ideals of public service.

4. The Association looks with disfavor upon firms which use methods harmful to the public, such as making exaggerated claims of past achievements, guaranteeing results, and promising to raise unobtainable sums.

5. No payment in cash or kind shall be made by a member to an officer, director, trustee, or advisor of a philanthropic agency or institution as compensation for using his influence for the engaging of a member for fund-raising counsel.

6. In fairness to all clients, member firms should charge equitable fees for all services with the exception that initial meetings with prospective clients are not usually construed as services.

The material in this issue was written by Richard Piperno and Fred Schnaue; research and production were supervised by Marie M. Medeo.

The American Association of Fund-Raising Counsel is indebted to many individuals and organizations for furnishing material in this issue of *Giving USA*, including:

Boy Scouts of America: Richard C. Ray
The Conference Board: Anne Klepper, Kathryn Troy and Selma Mackler
Council for Financial Aid to Education, Inc.: Hayden W. Smith, Anne F. Decker
Council on Foundations: Mercedes M. Ponce
The Foundation Center: Patricia Read
Gallup Poll Organization: George Gallup, Jr.
Internal Revenue Service: Larry Batdorf
National Association for Hospital Development: William C. McGinly
National Committee for Responsive Philanthropy: Robert Bothwell
National Council of Churches: Constant H. Jacquet, Jr.
National Center for Education Statistics: W. Vance Grant
Theatre Communications Group: Robert Holley
United Way of America: Susan Meeks-Versteeg, Stephen M. Delfin
VOLUNTEER: The National Center for Citizen Involvement: Kerry Kenn Allen

Appreciation is also extended to the staffs of the many foundations and national health and welfare agencies who participated in our surveys, and to the American Hospital Association, Corporation for Public Broadcasting, INDEPENDENT SECTOR, P.J. Kenedy & Sons, National Assembly of State Arts Agencies, The National Catholic Educational Association, the National Health Council, Inc., and the National Endowment for the Arts.

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All of the member firms of the American Association of Fund-Raising Counsel have contributed to the Trust, which partially subsidized the cost of publishing **Giving USA**.

Organizations Related to Philanthropy

American Association of Fund-Raising
Counsel, Inc.
25 W. 43 Street
New York, NY 10036

American Association of Museums
1055 Thomas Jefferson Street, NW
Washington, DC 20034

American Council for the Arts
570 Seventh Avenue
New York, NY 10018

American Council on Education
One Dupont Circle, NW
Washington, DC 20036

American Hospital Association
840 North Lake Shore Drive
Chicago, IL 60611

American Symphony Orchestra League
633 E Street, NW
Washington, DC 20004

Association of American Colleges
1818 R Street, NW
Washington, DC 20009

Business Committee for the Arts, Inc.
1775 Broadway
New York, NY 10019

Committee for Economic Development
477 Madison Avenue
New York, NY 10022

The Conference Board
845 Third Avenue
New York, NY 10022

Council for Advancement and
Support of Education
11 Dupont Circle, NW
Washington, DC 20036

Council for Financial Aid to Education, Inc.
680 Fifth Avenue
New York, NY 10019

Council of Better Business Bureaus, Inc.
1515 Wilson Blvd.
Arlington, VA 22209

Council on Foundations, Inc.
1828 L Street, NW
Washington, DC 20036

Council of Jewish Federations
575 Lexington Avenue
New York, NY 10022

Council of State Governments
36 West 44 Street
New York, NY 10036

Federation of Protestant Welfare Agencies
281 Park Avenue South
New York, NY 10010

Foundation Center
79 Fifth Avenue
New York, NY 10003

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New York, NY 10017

National Assembly of National Voluntary Health
and Social Welfare Organizations, Inc.
1346 Connecticut Avenue
Washington, DC 20036

National Association for Hospital Development
112-B East Broad Street
Falls Church, VA 22046

National Association of Independent Colleges
and Universities
1717 Massachusetts Avenue
Washington, DC 20036

National Association of Independent
Schools, Inc.
18 Tremont Street
Boston, MA 02109

National Catholic Development
Conference
86 Front Street
Hempstead, NY 11150

National Catholic Education
Association
1077 30th Street, NW
Washington, DC 20007

National Catholic Stewardship Council
1 Columbia Place
Albany, NY 12207

National Center for Charitable Statistics
1828 L Street, NW
Washington, DC 20036

National Charities Information Bureau
19 Union Square West
New York, NY 10003

Volunteer: The National Center for
Citizen Involvement
1111 North 19 Street
Arlington, VA 22209

National Committee for Responsive
Philanthropy
2001 S Street, NW
Washington, DC 20009

National Council of Churches
475 Riverside Drive
New York, NY 10027

National Health Council
70 West 40 Street
New York, NY 10018

National Society of Fund Raising
Executives
1101 King Street, Suite 300
Alexandria, VA 22314

Tax Foundation
50 Rockefeller Plaza
New York, NY 10020

United Negro College Fund
500 East 62 Street
New York, NY 10021

United States Catholic Conference
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United Way of America
United Way Plaza
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Design, Harry Stavrakas
Printing, The Algonquin Press, Inc.
Typography, Manhattan Graphic Productions